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Network World Japan unveils redesign
Techworld takes over awards program, rebrands event
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Fifth **LinuxWorld in Beijing** surpasses 2003 revenues
IDC golf tourney targets financial services clients, prospects
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September 20, 2004

CIO 100 Symposium provides outstanding peer-networking opportunity
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GameStar draws readers to paid content with weekly TV show
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InfoWorld online product guide focuses on big-ticket buys
Smart mobile devices take center stage at **DEMOmobile**
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IDG Norway gets incremental revenue for local ***CW*** editions
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October 4, 2004

InfoWorld marketing initiative morphs into revenue generator
IDC global marketing meeting hones '05 initiatives; honors employees
***CIO* Germany** writer honored by German government
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IDG New Zealand conference focuses on **"Real-time CIO"**
CW Danmark remakes Top 100 event into lucrative venture
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Celebrating 10: ***Electronic Design & Application World's* Wang Wei**

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Latest cartoon caption winner named; try your luck with new cartoon

November 8, 2004

IDG World Expo creates **Custom Events Group**
LinuxWorld Middle East & Africa targets interest in open systems
RoboNexus Expo shines spotlight on emerging robotics industry
IDG Italy adds ***GameStar*** to competitive local market
IDC Italy's third **eGovernment Conference** increases sponsorships
Financial Insights marks two-year anniversary with global gathering
Life Science Insights analysts author article for leading industry journal
One on one: **IDG Chairman Pat McGovern**
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Nominate a colleague for the **IDG Corporate STAR Award**

November 15, 2004

IT World Canada launches **World Expo** business
IDG Bulgaria adds ***Digital World*** title to lineup
Pat McGovern to receive Lifetime Achievement Award from MPA
September publication profit margin report
Fifth **LinuxWorld Germany** draws multinational audience
IDC opens first wholly owned subsidiary in **Argentina**
One on One: **IDC President & CEO Kirk Campbell**
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November 22, 2004

CW's Storage Networking World breaks records -- again
USMMI gives participants broader understanding of **IDG**
IDG Romania GM gets exclusive interview with Microsoft's Steve Ballmer
Denmark takes lead in **IDC's Information Society Index**
IDC holds reception in new San Mateo, Calif., office
One on one: **PC World President and CEO Jeff Edman**
Briefly noted: **Pat McGovern** to be on New England Cable News program
Online pros reveal their favorite (non-IDG) sites and what makes them great

November 29, 2004

IDG's South African partner launches ***CIO Africa***
PC World Hellas launched in response to Greek market need
Macedonian partner merges existing title with ***PC World***
IDC Italy stages ninth **European IT Banking Forum**
IDG collects editorial and design awards at Folio: gala
IDG News Service offers customized views, RSS feed
IDC names top U.S. sales performers
One on one: **Int'l Publishing Services VP/Licensing & Operations Jim Sullivan**
IDC's Jerry Weltsch wins cartoon caption contest

December 13, 2004

IGS events in Asia promote the IDG brand globally
CIO conference focuses on hot issues for upcoming year
IDC Brazil holds Directions briefing
Computerwoche's **CIO-level conference** established as must-attend event
CXO Media's Executive Programs group tailors conferences to top execs
One on One: **Network World Associate Publisher Sandra Kupiec**
IDC's John Gantz co-authors book on digital piracy
IDC's Ann Clark celebrates 30 years
Off line: Making a list, and clicking it twice

December 27, 2004

IDG's 2004 Highlights: The Year in Review

IDG WorldUpdate

5 JANUARY 2004
VOLUME 34, NUMBER 1

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

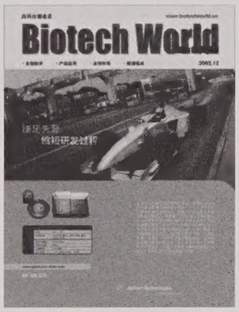
WWW.IDGWORLDUPDATE.COM

IDG makes Best Places To Work list

For the fourth consecutive year, IDG has been named to *Fortune* magazine's Best Places To Work For in the U.S. list. Details about the company's rank will be included in the Jan. 19 issue of *IDG World Update.*

IDG China, ISTIC launch *Biotech World*

IDG China and the Institute of Scientific & Technical Information of China (ISTIC) jointly announced the launch of *Biotech World* magazine, which debuts later this month. **Sissy Shi** will direct the title as publisher.



Biotech World is the first bimonthly technology and business magazine for China's biotechnology industry. It targets 20,000 biotech professionals, including managers of biotech companies, scientists and investors, and will have a mix of paid and controlled circulation.

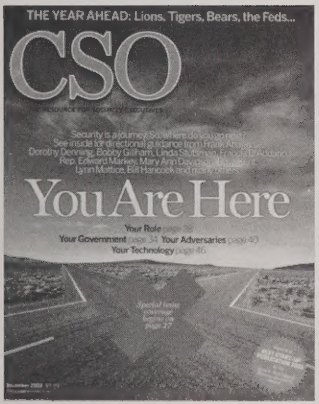
"We believe *Biotech World* can make an important contribution to the development of China's emerging life sciences market," said IDG China President & CEO **Hugo Shong**. China's National Development and Reform Commission predicts that the market for pharmaceuticals, lab equipment, materials, manufacturing equipment and other biotech products will be valued at US$25 billion by 2005, he said.

IDG and ISTIC have assembled a distinguished panel of Chinese biotech scientists and professionals to serve as an advisory board for the magazine.

Biotech World joins a growing family of biotech products worldwide, including *Australian Biotechnology News; Bio•IT World* in the U.S., Japan and Hungary, *Biotech* in Denmark and Sweden; IDG World Expo's BioITWorld Conference and Expo in the U.S., Hong Kong, Singapore and Malaysia; and IDC's Life Sciences research program.

For more information contact IDG China Director of Corporate Communications **Karen Ren** at karen_ren@idg.com.cn.

Security issues spawn specialized editions, new titles



CSO U.S. won 21 editorial and design awards in its first year, including the Neal Award for Best Startup and First Runner Up for the Grand Neal Award.

The topics of corporate security and IT security have gained prominence in recent years and resulted in a steadily growing group of specialty publications and sites throughout IDG. Sixteen months after *CSO* magazine debuted in the U.S. in September 2002, IDG business units in seven other countries have products aimed at chief security officers (CSO) and other executives responsible for security strategy.

U.S.

Title: *CSO*
Launched: September 2002, Framingham, Mass.
Frequency: 13 issues per year
Circulation: 25,000, primarily controlled (more than 60% at firms of 1,000 employees or more)
Staff: Roughly nine full-time editorial staff and two full-time sales staff, with assistance from editorial staffers at sister publication *CIO* and corporate support from CXO Media's circulation, marketing, custom publishing, Web and Executive Programs teams.
Target audience: High-level security leaders in the private and public sectors.
Primary coverage area: Security of all types (including both physical and digital) and associated areas such as business continuity.
Site: www.csoonline.com

"What distinguishes *CSO* from other security publications is our strategy-level content and our use of practitioners as sources," said *CSO* Executive Editor **Derek Slater**. "U.S. security magazines have traditionally been very tactical, writing about technologies and products at a very granular level, with vendor executives and consultants as the primary interviewees." Readers have reacted with "incredible enthusiasm" to *CSO*'s high-level focus, he said. "Cost-justifying security, communicating with company leadership, dealing with regulations — those are hot topics for our readers."

CSO readers include information security and corporate security leaders. "A consultant recently observed that these two groups' social networks have never been brought together," Slater noted, "but our magazine and our events do just that."

One of *CSO*'s events is CXO Media's Executive Media Policy Forum for government and industry networking, created by *CXO*'s News and Information team. The live event, webcast, and satellite broadcast are produced by *CIO* and *CSO*. *CSO*'s editorial staff and

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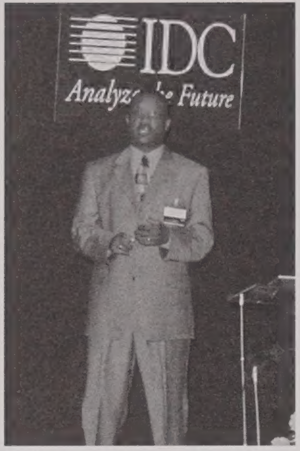
IDC Brazil doubles up on successful conferences



*IDC Program VP /Communications Research **Courtney Monroe** was among the speakers at IDC Brazil' Directions conference.*

IDC Brazil organized two successful events in November: its ninth Directions conference and a two-day forum on software solutions for the public sector.

Directions 2003: Prepare for the New Computing Landscape attracted some 170 executives representing the country's key IT and telecom vendors and users. The one-day event in São Paulo featured speakers from IDC offices in Brazil and the U.S.

Speakers included IDC program VP, Communications Research **Courtney Monroe**, Program Director Latin Telecom Research **Rica Dray**, IDC Brazil Telecom Research Manager **Russell O'Bryan**, IDC Chief Research Officer **John Gantz**, IDC Brazil Software Research Senior Analyst **Bruno Rossi**, IT Services Analyst **Mauricio Monteiro**, IT Research Manager, **Ivair Rodrigues**, IDC Brazil IT and Telecom Research Program Manager **Mauro Peres**.

IDC Brazil's second event of the month, a forum on commercial software for the public sector, took place Nov. 18-19 in Brasilia. Targeted at professionals involved in the IT implementation process for various public sectors including education, transportation and health, the forum attracted 300 attendees and was underwritten by Master Sponsors Microsoft and Unisys.

Speakers included Maílson da Nóbrega, former finance minister of Brazil, who opened the event with a presentation on Brazil's economic perspectives. Other speakers included Kevin Johnson, Microsoft VP of Sales & Marketing, and Robert Damuth, Nathan Associates' chief economist. André Nadjarian, Unisys' Software and Solutions manager for the public sector, presented the company's vision on how technology increases productivity and efficiency in the governmental institutions.

The second day featured case studies of successful commercial software implementations including the fiscal control system of Rio Grande do Sul State, eProcurement in the state of São Paulo, citizen assistance system for the data processing company of São Paulo and for the Brazilian post and telegraph office. Mauro Peres, IT and Telecom research manager at IDC Brazil, also moderated a two-hour debate among sponsors and other invited representatives from governmental organizations to discuss the advantages of commercial software and open source platform and how these platforms can "live" together.

*For more details contact Marketing and Events Manager **Cristina Defendi** at cdefendi@idc.com.* WU

Upcoming IDC Brazil events

Linux and Operating Systems Adoption
April 15, Brasilia
May 4. São Paulo

Business Intelligence Conference
June 24, São Paulo

Storage and Infrastructure Vision
August 18, São Paulo

IDC IT & Telecom Outsourcing Forum
Sept. 14, São Paulo

IDC opens wholly owned offices in Manila and Bangkok

IDC opened two wholly owned offices in Thailand and the Philippines late last year, bringing its total of new Asian offices opened in the past two years to four, following Taiwan and Indonesia.

"We had been covering these markets through agents for a number of years of course, so this is not an expansion strategy, per se," said IDC Asia/Pacific Senior VP **Philippe de Marcillac**. There are now 12 IDC subsidiaries in Asia/Pacific, up from five in 1996.

*The IDC Philippines team (l-r): **Karen Rondon**, telcommunications analyst; **Leah Macaraig**, marketing executive; **Ramil Mabeza**, data communications and software analyst; **Pilar Pelayo**, PC analyst; **Ruth Garin**, systems analyst; **Jubert Alberto**, peripherals analyst. The IDC Thailand staff photo may be viewed on www.idgworldupdate.com.*

IDC Thailand's eight employees support IDC's regional tracker and Continuous Intelligence Service (CIS) programs (peripherals, hardware, software and communications). Country Manager **Jason Caddies** said his group is planning two regional events in Bangkok in 2004 — SecurityVision and InfrastructureVision — and will look for local consulting opportunities as well.

With seven employees and three more to hire, IDC Philippines supports the majority of IDC regional tracker programs and plans to launch the first Philippines Information and Communication Technology Overview CIS early next year, as well as a special report profiling call centers. Because of the large number of skilled Filipinos available to support back-office functions such as help-desk or telemarketing functions, the local government and IT community has been looking to build the country as call-center hub.

The staff is part of a three-office group (Malaysia, Indonesia, and the Philippines) run by Managing Director **Selinna Chin**.

For more information, contact Jason Caddies at jcaddies@idc.com and Selinna Chin at schin@idc.com. WU

the interview

one on one

Pat Kenealy
IDG's CEO is this week's guest columnist. He may be reached at pk@idg.com.

" 'Sell the client, tell the agency' " has to be our mantra. I am spending more time with clients every month, and I will keep doing so. Every country manager and publisher and chief editor must do the same."

Q Will there be an ESOP/ISOP contribution for the year just ended?

A There will not be an ESOP contribution this year because IDG overall did not have operating profits in FY03. However, thanks to all the tough expense cutting everyone did in FY03, which resulted in the beginnings of revenue growth in key markets and regions, IDG's ESOP stock value grew 15.3% to $22.78 per share during the 12 months ending 9/30/03. I've been in the ESOP for 18 years, so I'm very interested in its growth, and I'm doing everything I can to make sure contributions are restored in future years.

Q Can you give us a top-level view of how IDG fared in FY2003 and what the prospects are for FY2004? Are there any remaining problem areas that need to be addressed?

A IDG overall is much stronger coming out of FY03 than it was going in. We're privately held, so we don't print consolidated numbers, but I can say that our revenues stabilized after two years of drops, and we cut huge amounts of expenses all over the world. If we eliminated severance costs and real estate costs for empty buildings, IDG would have been solidly profitable. In FY04 we plan to be! As always, we are debt-free and cash rich.

In North America, IT spending and ad spending are growing again (the bottom of the cycle was probably May 2003); in Europe FY04 will be tough, and there may be more expense cutting to come. Asia is very strong, and the rest of the globe is mixed. We're still doing some expense cutting in Europe, and some re-engineering at IDG World Expo, but many of our operating units — and the headquarters team and I — are changing our focus from problems to opportunities.

Q For my business unit, the second quarter of the fiscal year has become the most troublesome in recent years because companies are uncertain about their marketing plans going into the new calendar year. Is this difficulty in second-quarter forecasting similar across IDG's business units?

A The January-to-March quarter has always been our hardest to forecast, and it is often the key to our full-year financial performance. It's hard to see through the fog in almost every national IT market at the beginning of Q2. The only way to improve your visibility is to spend time with customers face to face. Even in foggy times computer industry vendors need help selling products, and new product and service ideas from just these meetings are what help us make revenues grow.

Q What is the competitive landscape looking like these days?

A Brutal. Especially when dealing with ad agencies. No whining allowed. "Sell the client, tell the agency" has to be our mantra. I am spending more time with clients every month, and I will keep doing so. Every country manager and publisher and chief editor must do the same. IDG's decentralized style with independent editorial, circulation, sales and marketing teams for each business unit are under attack from centralized low-cost competitors around the world. If we're not out in our markets more than they are, we look no better than they do.

Q As business unit managers strive to develop more (and more effective) reader revenue programs, what advice can you give them?

A Sounds simple: Talk to readers. Talk to other publishers inside and outside IDG. Talk to other vendors who sell information to, or otherwise educate our readers with events, clubs, newsletters, courses, certification programs, awards programs, etc. Online, the world is moving slowly but inexorably to more closed Web sites and paid content models. As information seekers become more accustomed to paying for many kinds of content, obtaining fair value for our content via the Web will become easier. Every IDG business unit should be looking at what it provides free online and what ought to carry a cost to the reader. It takes some courage to close portions of a Web site that has been open, but it is a step most business units will be taking in the year ahead.

Q What technology would you be least able to live without?

A There are four these days: A multi-band cell phone and all the different SIM chips I carry around so it doesn't bankrupt me to stay in touch all over the world, a 64MB USB memory stick that lets me carry all my files from computer to computer, cheap Internet kiosks all over the world (Go Kinkos!), and finally, Lotus Notes 6.0! It's great. Anyone at IDG still stuck on some ancient version of Notes should email me at pk@idg.com and I'll try to help get them upgraded.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

Security defined

CSO Executive Editor **Derek Slater** gave the following definitions for the various types of security issues *CSO*-type magazines cover:

Information security: Protecting digital assets.

Corporate security: Protecting employees and physical assets (including related disciplines such as investigations, surveillance and retail loss prevention).

Intelligence: Gathering information, e.g., about a competitor or competitive product, by any means, including publicly available sources, etc. Espionage — gathering information by theft or trickery — is the dark side of intelligence.

Slater added that historically there's been "a great chasm" between information security and corporate security people, with "lots of bickering and contempt expressed in both directions. Through our reporting, we've become convinced that security will be greatly improved when the two groups stop fighting and start cooperating."

Security

continued from page 1

News and Information team also have ties to such U.S. government agencies as the National Security Council and the Department of Homeland Security, which Slater said has been critical to *CSO*'s success.

"Readers are inherently interested in fighting electronic crime, and *CSO* has produced panel discussions at past U.S. Secret Service Electronic Crimes Task Force meetings, essentially building a bridge and beginning a dialogue between *CSO* readers and other Task Force members," Slater said. He added that there is "an important balance" to be struck so that *CSO* has the editorial freedom to examine government's security efforts in an unbiased manner. "We've been critical, for example, of the National Strategy to Secure Cyberspace — a well-meaning but completely toothless document — and of the general state of federal agencies' information security practices."

Slater said that "tight purse strings and a weak economy" remain *CSO*'s top challenges, although he believes the climate is gradually improving. "As a niche publication, *CSO* boasts a carefully controlled circulation of executive-level security decision makers, an attractive readership that more and more security marketers are embracing. *CSO*'s core differentiators — strategic-level content and high-quality audience — are resonating with readers and marketers alike." Slater added that proof of reader affinity is emerging on many fronts. For example, the recent CSO Reader Profile Study shows readers spend an average of 79 minutes with each issue.

For more information contact dslater@cxo.com.

Australia

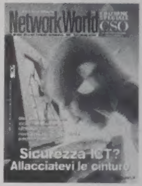
Launched: www.CSOonline.com in September 2002, Sydney; print issue November 2003.
Primary coverage area: The convergence of the information and corporate security fields.

The *CSO* site has been profitable from the start, said IDG Australia VP **Linda Kennedy**. "We do a weekly e-mail briefing and signed up a sponsor for the briefing and the Web site," she said. "The sponsor had exclusivity on both for six months. During that time we had a fair bit of interest from other security vendors and opened up online ads at the six-month mark. It's a great way to launch — especially with an online product — when you have no exposure in the market."

For details contact linda_kennedy@idg.com.au.

Italy

Title: *Network World CSO Edition: A guide to ICT security in the company*
Launched: September 2003, Milan
Frequency: Quarterly, as a special edition of *Network World Italia*; there is also a bi-weekly e-mail *SecurityWorld* newsletter sent to 4,500 subscribers.
Circulation: 7,000, controlled and paid
Staff: Four, with assistance from the editorial staff of *Network World Italia* and some freelancers
Target audience: System information, IT and business security managers, business managers and ICT consultants
Site: www.nwi.it (the *Network World Italia* Web site where there is a section devoted to IT security and button to subscribe to *SecurityWorld*)



The CSO edition of *Network World Italia* covers only information security, according to *Network World Italia* Editor-in-chief **Alessandro Degli Occhi**. In Italy, he said, CIOs and CTOs often play the role of CSO.

"In the small- and medium-size business market there is little awareness about the importance of IT security," Degli Occhi said. "They generally think of IT security as an expense and not important for business." As of last week, however, all Italian companies will have to comply with a new law and follow strict rules about IT security and privacy in general. "Now there is a lot of turmoil, especially in the small and medium business sector, because they have to implement a lot of security measures very quickly."

Readers most enjoy case histories of local companies, technical features on IT security and its organizational aspects, and stories on ROI, Degli Occhi noted. The publication has ties to the Italian Association for the ICT and AUSED, one of the principal associations of Italian CTOs, CSOs and CIOs.

Contact alessandro_degliocchi@idg.it.

Japan

Title: *CSO Magazine*
Launched: December 2002, Tokyo
Frequency: Twice a year as a supplement to *CIO* magazine
Circulation: 15,000, controlled
Site: www.csoonline.jp; updated weekly

The *CIO* Japan editorial team uses the term "chief security officer" in a broad sense, to cover not only chief information security officers who focus on the IT security issues of their respective corporations but also those who look at and manage the whole scope of their corporations' security, including compliance and risk management.
For details contact Editor-in-chief ***Noboru Masuda*** *at nmasuda@idg.co.jp.*

IDG

January 5, 2004

Managing Editor (ASI)

IDG Asia is looking for a Managing Editor to direct and supervise the selecting and gathering of news, feature stories and photos from IDG publications as well as IDG joint venture publications for China. Responsibilities include supervising and editing the materials to be published in the Chinese language in China, attending news events in order to conceive story ideas and assign coverage to staff writers or free-lance writers and photographers. Other duties include overseeing the editing, and copy-editing of the materials to be used for e-newsletter services in China, as well as designing and maintaining an e-newsletter database at the US office. Job Requirements: Bachelor's degree in Journalism, English, or Chinese, plus at least five years of experience as a news editor, with at least one year of experience in editorial management. ***Location: San Jose – CA***

Contact: J. Lynch, Fax: 508-935-4600, Email: jljobs@idg.com

Sr. Graphic Designer (CXO)

CXO Media is looking for a Sr. Graphic Designer to join our highly collaborative editorial design group. Responsibilities include magazine layout, directing photographers and illustrators and creating infographics for CXO's publications. The ideal candidate will possess 5+ years of design experience in an editorial environment. Candidates should have a strong editorial design portfolio, a degree in graphic design, proficiency with QuarkXPress, Photoshop and Illustrator, experience working with photographers and illustrators and a firm understanding of typography and digital pre-press in a Mac environment. CXO Media produces CIO and CSO magazines. ***Location: Framingham – MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Director, External Relations (CXO)

CXO Media, Inc. is seeking a Director of External Relations for the CIO Executive Council. The CIO Executive Council (CEC) is the premier professional organization of CIOs, whose mission is to facilitate knowledge sharing and networking among its members and to influence key industry, governmental, academic, and professional groups. Working for the Vice President of News and Information and collaborating with the General Manager of the CEC, this individual will be responsible for driving and implementing all of the CEC's external relations and communications/branding plans, as well as its positioning and messaging visa vie the marketplace. Requirements include a Bachelor's degree in communications and/or journalism and 10+ years of broad communications experience with media, government, industry, or academic relations. This individual should be a creative and strategic thinker with broad public affairs and publication relations experience who can turn plans and ideas into actionable programs. Successful candidates will have strong analytical and persuasion/negotiation skills, as well as outstanding oral, written and presentation skills. ***Location: Framingham – MA***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Intern, Services Group (IDC)

IDC's Services Research Group is seeking an Intern to research the IT Services market and populate its Contract Analysis and Performance Assessment (CAPA) program's database with up-to-the-minute IT Services contract information. The intern will be charged with collecting the latest available IT Services contract data, analyzing it for market segment, pricing and service provider information, and entering it into the CAPA database. The intern will also be asked to assist with published deliverables that are generated using CAPA data, and will respond to client inquiries, along with other members of IDC's IT Outsourcing and Utility Services research team. The successful intern will have a strong ability to carry out web-based research and have solid communication skills, including strong writing ability. Interns should be in their 3rd or 4th year of an undergraduate program or be a recent graduate. We are seeking individuals who can commit to working 18 - 20 hours per week and can make at least a six month commitment. The analyst will work in IDC's Framingham, MA office.

Contact: Email: idc_jobs@idc.com

Research Analyst, Human Performance and Learning, Services Group (IDC)

IDC's Services Research Group is seeking a Research Analyst to join the Human Performance & Learning program. The analyst will be chartered with providing insightful research, market analysis, and strategic and tactical guidance on key market trends to the HR and learning services community. Research topics include eRecruiting, eLearning, performance and learning management systems, and IT training and education services. Key responsibilities include conducting research, performing quantitative and qualitative analysis, forecasting market opportunity, and producing multiple documents on a quarterly basis to fulfill the requirements of the Human Resources and Staffing Services and IT Education and Training programs. Responsibilities also include developing and executing concepts for consulting projects and multi-client studies. Extensive client interaction and inquiry support is an integral part of the analyst role, along with the ability to assimilate industry information and provide advice and guidance to clients. Clients include HR consulting and outsourcing firms, training and education providers, and performance and learning management suppliers, as well as IDC's Wall Street customers. Collaborative efforts will include work with the IDC sales and marketing organization, the Software and Systems Groups, and Services colleagues around the world. Please see idc.com for full description. ***Location: Framingham - MA***

Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Can I quote you on that?

Depending on the source and the subject matter, getting people to talk on the record for articles in *CSO* magazines can sometimes prove problematic. "They will talk about what they do," said *Säkerhet & Sekretess* Editor-in-chief **Fredrik Bernsel**, "but often choose not to be specific about the details of their solutions."

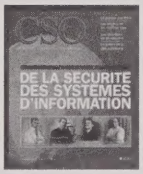
"Pigs will fly!" [before officials will discuss security lapses], joked IDG Australia VP **Linda Kennedy**, "although in truth it pretty much depends; they'll talk about issues, but not actual events."

Editor-in-chief **Philippe Rose** said *CSO* sources in France will go on the record because they are familiar with the IDG brand, which is "quite good among IT people, including CSOs. Only a few people prefer to remain anonymous."

"We've been pleasantly surprised at the willingness of sources to speak frankly about security issues," said *CSO* U.S. Executive Editor **Derek Slater**. "Part of that may stem from the fact that we're focused on asking them to share effective practices, not so much on security-breach horror stories, although those have their place as well." He said *CSO* is more open to anonymous quotes than is its sister magazine, *CIO*. "Although the information can carry less credibility with readers when it's anonymous, sometimes it's a reasonable tradeoff if we can get a particularly useful anecdote or quote or best practice that way."

France

Title: *CSO entreprise et securite de l'information*
Launched: 160-page issue launched November 2003 in Paris
Frequency: Bimonthly
Circulation: 10,000, half of which will be controlled
Staff: Three
Primary coverage: CSO careers, interviews with CSOs, risk management, security outsourcing, and crisis management.
Site: www.reseaux-telecoms.com/CSO



With no other publications in the French market covering information security, IDG France is creating its own market niche with *CSO*. It will focus on management and strategy for high-level security managers who need high value content and will have a companion site for breaking news in a special *CSO* section of IDG France's *Reseaux et Telecom's* Web site. *CSO* has "a strong partnership" with Club de la securite des systemes d'information francais (Clusif), a French organization of about 800 CSOs, said *CSO* Editor-in-chief **Philippe Rose**. *CSO* will be distributed to Clusif member companies, which will also receive invitations to the Perspectives conference. *CSO* launched with a CSO Perspectives conference in Paris on Nov. 19.

For more information on CSO contact prose@idg.fr. For details on the Reseaux & Telecom site, contact Editor-in-chief ***Eric Domage*** *at edomage@idg.fr.*

Russia

Title: *CSO*
Launched: March 2003 as a supplement to the *Chief Information Officer* magazine, Moscow
Frequency: "occasional"
Circulation: 7,000, both controlled and paid
Staff: Five
Target audience: Enterprise information security leaders and managers
Primary coverage: Information security management and its relation to physical security.
Site: www.osp.ru/cio/cso/

Faced with a small market, Moscow-based *CSO* collaborates with local security enthusiasts and experts. "Finding them is difficult," said Deputy Editor-in-chief **Mikhail Zyrianov**, but many contacted them after the first issues of *CSO* were published. The most popular articles are security case studies; the magazine runs up to four articles from the U.S. *CSO* per issue.

For more information contact mikez@osp.ru.

Sweden

Title: *Säkerhet & Sekretess*
Launched: 1998, Stockholm
Frequency: Nine issues a year
Circulation: 18 000, mostly controlled
Staff: Made up of IDG Sweden editorial staff from other titles.
Target audience: IT security technicians and managers and those responsible for information security
Primary coverage: The technology around IT security, data storage, security in business, law, politics.
Site: www.sakerhet.idg.se

SÄKERHET
&sekretess
Fusk mina herrar, fusk!

IDG Sweden offers local CSOs both a publication and an online presence for daily news. Editor **Tomas Gilså** said that technical articles on digital certificates, a virus conference and integrating Linux and Windows 2000 have resonated most with readers. While the print edition runs original stories, Gilså said he will occasionally adapt a story from the U.S. *CSO* for their Web site.

For more information contact tomas.gilsa@idg.se.

United Arab Emirates

Title: *Security Advisor Middle East*
Launched: September 2003, Dubai
Frequency: Bimonthly (may go monthly in Jan. 2004)
Circulation: 8,000; also available in downloadable Zinio format.
Staff: One
Target audience: Senior non-technical decision makers.
Primary coverage: Anything relating to IT security, business continuity and disaster recovery.
Site: www.cpilive.net (not yet online)

security
ADVISOR | MIDDLE EAST
HACKING

According to **Dave Reeder**, editorial director of CPI, IDG's Middle Eastern publishing partner, *Security Advisor Middle East*'s intent is to "make the business case for IT security over physical security as the CSO's role is not yet really understood here. It's a small market dominated by 'box pushers' so end-to-end security strategies are not yet fully accepted." Reeder said he will often take "the guts" of *CSO* U.S. story and add in local comment — when he can get it, as sources often balk at talking on the record.

For more details contact dave@cpidubai.com.

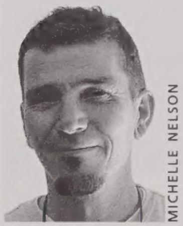
noteworthy people

Lohmann

IDG WORLD UPDATE

Steele

Hionis


MICHELLE NELSON

Anzalone

IDG WORLD UPDATE

Parker

New employees

Michael Lohmann has joined IDG Germany as editor-in-chief of *PC-WELT*, where his responsibilities include oversight of special issues, www.pcwelt.de and the quarterly consumer magazine *Digital World*. Michael has worked in the trade press and was the founder of several high-circulation consumer magazines, including *TV-Spielfilm*, and served as editor-in-chief of three other television magazines. *mlohmann@pcwelt.de*

Jenny Steele is *PC World*'s new human resources coordinator, coming from Strategic Office Solutions where she was a human resources generalist. She attended California State University/ Chico and the University of San Francisco and holds a B.A. in psychology. Away from her desk she enjoys "eating out, which in turn leads to working out." *jenny_steele@pcworld.com*

Returning employees

Former PC World Australia Test Centre Manager **Spiro Hionis** has rejoined IDG Australia as a member of the IS support group. Spiro first joined IDG Australia in July 1994 as PC World Test Centre manager until March 1996, moving on to be a freelance technical writer. He continued to contribute to *PC World*, but in November 1998 he returned full-time to IDG as PC World Test Centre Manager until July 2002. From then until last April he served as a part-time consultant to the Test Centre, leaving for what would prove to be a short stint as an IT consultant. "Spiro brings a wealth of knowledge about the intricacies of technology and its application to publishing," said IS Manager **Andrew Glassock**. Glassock also confirmed that there is no truth to the rumor that Spiro repeatedly hums the words to "Hotel California" — "you can check out but you can never leave..." *spiro_hionis@idg.com.au*

Transfers

After four years as Mac Publishing's prepress manager, **Alan Anzalone** now holds the same title at IDG Entertainment's *GamePro*. In his spare time he collects and plays saxophones. *aanzalone@gamepro.com*

Dave Parker, who joined IDC in 2000 and was recently analyst/account manager, Global Access Group, signed on with CXO Media as program manager for the CIO Executive Council, a peer networking program for IT leaders. He has a B.A. in English literature from the University of Maryland/ College Park and enjoys sailing, skiing and just about any other outdoor sports. *dparker@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

2004 IDG Photo Calendar correction

Please note that Passover begins at sundown on April 5 not April 4.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Josef Lohner *IDG Germany*

24

Donna Pomponi *Network World*

22

Bernhard Weeser-Krell *IDG Germany*

20

Micaela de Almeida *IDG Hong Kong*
Grazia Rovati *IDG Italy*

17

Susan Narta *InfoWorld*
Vincent Half *IDG Netherlands*

16

Robert Brown *Network World*
Erika Schönberger *IDG Germany*

15

Amy Hanania *IDG*
Birte Matsen *IDG Denmark*
Gina Steinmann *IDG Switzerland*

14

Tracey Capen *PC World*
Lillian Richard *IDG*
Per Andersen *IDC Nordic*
Lisbeth Egeskov *IDG Denmark*
Sylvie Merkling *IDC France*

13

Eos de Feminis *Mac Publishing*
Petra Kubat *IDG Czech*
Raimon Gort *IDG Netherlands*
Peter Wiklund *IDG Sweden*
Jörgen Bergfors *IDG Sweden*
Tomas Zirn *IDG Sweden*
Kazimierz Szot *IDG Poland*
Jennifer Schlee *IDG Germany*
Claudia Völk *IDG Germany*
Steven Frantzen *IDC CEMA*

12

Berend Harmens *IDG Netherlands*
Martin Bell *IDG New Zealand*
Ute Zirus *IDG Germany*
Ludger Schmitz *IDG Germany*

11

Amy Bartulis *InfoWorld*
Jose Gonzalez *IDG Spain*
Malgorzata Chwaszczewska *IDG Poland*
Wieslaw Pawlowicz *IDG Poland*
Ursula Grimm *IDG Germany*

10

Fred Driessen *IDG Netherlands*
Piyush Singh *IDC Singapore*
Jerzy Krupinski *IDG Poland*

In memoriam

PC World's **Yvette Joplin** died suddenly on Dec. 13 from a pulmonary embolism. She began her *PC World* career in 1996 as an administrative assistant in the Editorial department, moved to the Production department as ad traffic coordinator in 1999 and was promoted to ad traffic manager in 2000, then prepress manager in November of last year. She is survived by her parents, four sisters and her boyfriend Andy Antioquia, a former IDG Central Services facilities planner.

ELIZA WEE

Joplin

"We did not just lose a colleague, but a dear, great friend. We've been blessed to have her as a friend *and* to have worked with her," said **Nancy Jonathans**, *PC World* director, print and online production. "With just four of us in Production and the stress of deadlines, we've become a tight-knit group. The loss is very deep for us, but the privilege of her memory will live on in our hearts and in *PC World*. Here's to you, Yvette. We miss you!"

Andrea Kirchmeier *IDG Germany*

9

Stan Erhart *PC World*
Diane Ryczek Rae *PC World*
Robert Gleason *IDG*
Jeannie Button *IT World Canada*
Mats Lövgren *IDG Sweden*
Harald Fragner *IDG Sweden*
Mustafa Mustafa *Macworld U.K.*
Wojciech Raducha *IDG Poland*
Iwona Bartczak *IDG Poland*
Tomasz Janos *IDG Poland*
Eric Owen *IDC U.K.*
Nancy Taylor *IDC U.K.*
Andreas Helmiss *IDG Germany*

8

Frank Coelho *Network World*
Charlotte Bedstrup *IDG Denmark*
Kiyoshi Suzuki *IDC Japan*
Jun-ichi Saeki *IDC Japan*
Cheryl Roy *IT World Canada*
Sonja Wunsch *IDG Switzerland*
Anders Danielsson *IDG Sweden*
Maciej Obuchowicz *IDG Poland*
Przemyslaw Gamdzyk *IDG Poland*
Christine Kohn-Meier *IDG Germany*
Bruno Völk *IDG Germany*
Claudia Pielen *IDG Germany*
Emanuela Cella *IDG Italy*

7

Enkutatash Gubaie *Network World*
Keith Shaw *Network World*
Lene Winther *IDC Nordic*
Elisabeth Persson *IDG Denmark*
Stephen Kranabetter *IT World Canada*
Sorin Henrik *IDG Sweden*
James McNickel *IDG New Zealand*
Mathew Heath *IDC U.K.*
Andreas Frenzel *IDG Germany*
Annabelle Ducellier *IDC France*
Brian Pearce *IDC France*

6

Vaclav Maletinsky *IDG Czech*
Ann Bednarz *Network World*
Carina Johansson *IDG Sweden*
Karin Lindström *IDG Sweden*
Jaroslaw Gorczycki *IDG Poland*
Dorota Pozarowska *IDG Poland*
Andrew Brown *IDC U.K.*
Markus Schelhorn *IDG Germany*
Jyoti Lalchandani *IDC CEMA*

5

Tracy Yee *PC World*
Michal Bares *IDG Czech*
Jana Pelikanova *IDG Czech*
Kenneth Fuller *IDG*
Joaquin Hevia *IDG Spain*
Charlotte Haubach Jensen *IDG Denmark*
Shellie James *CXO Media*
Ulrika Halvarsson *IDG Sweden*
Matthew Yorke *IDG Global Solutions U.K.*
Renske Ellens *IDC Benelux*
Beata Brzeg-Wielunska *IDG Poland*
Thomas Meyer *IDC U.K.*
Karine Paoli *IDC U.K.*
Andrew Walton *IDC U.K.*
Martin Bayer *IDG Germany*
Klaus Hauptfleisch *IDG Germany*
Petra Mühleck *IDG Germany*
Maurilio Vitali *IDG Italy*
Petr Vesely *IDC CEMA*

4

P. J. Connolly *InfoWorld*
Vanessa Grenfell *PC World*
Monica Hamilton *Network World*
Esa Peltonen *IDC Nordic*
Bettina Thyge *IDG Denmark*
Donna Butts *IT World Canada*
Michael Curt *IDG Switzerland*
Andrea Mone *IDG Netherlands*
Alex Fyxon *IDC Canada*
Yuji Nishigori *IDG Japan*
Paula Lembke *IDG Sweden*
Johan Kappel *IDG Sweden*
Lina Otterdahl *IDG Sweden*
Stefan Andersson *IDG Sweden*
Ulrika Ullman *IDG Sweden*
Spencer Dalziel *PC Advisor*
Peter Sayer *IDG News Service*
Bozena Adamczak *IDG Poland*
Dariusz Kulinski *IDG Poland*
Tomasz Marcinek *IDG Poland*
Rosie Secchi *IDC U.K.*
Ruth Drost-Hüttl *IDG Germany*
Matthias Teichmann *IDG Germany*
Anja Smeilus *IDG Germany*
Paolo Morati *IDG Italy*
Joshua Budd *IDC CEMA*
Libor Minichbauer *IDC CEMA*
Laura Munson *IDC CEMA*
Vit Prucha *IDC CEMA*

3

Joe Crocenzi *InfoWorld*
Simon Thaler *PC World*
Nikki Civetti *IDG Travel*
Faith Clunie *IDG Legal*
Wendy Donnellan *IDG Travel*
Laurie Horn *IDG Travel*
Suzette Licata *IDG Travel*
Karen Lucero *IDG Corporate Sales*
Hara Stein *IDG International Publishing Services*
Anhia Lara *IDG Spain*
Joe Zhou *IDG China*
Daniel O'Boyle Kelly *IDC Nordic*
Pelle Hallberg *IDG Sweden*
Dan Jensen *IDG Denmark*
Tara Gillet-Liloia *CXO Media*
Scott Berinato *CXO Media*
Isaac Ugay *CXO Media*
Cheri McKeithan *CXO Media*
Yuka Shiseki *IDC Japan*
Eleine Belavary *IDC Brazil*
Jose Rubens Camargo da Motta *IDC Brazil*
Nicole Filiatrault *IT World Canada*
Shane Belknap *IT World Canada*
Jan de Groot *IDG Netherlands*
Robert Stoeltjes *IDG Netherlands*
Julie Gage *IDC Canada*
Jennifer Isbister *IDC Canada*
Randy Mandrish *IDC Canada*
Johan Wikberg *IDG Sweden*
Therese Sundström *IDG Sweden*
Ann Blomqvist *IDG Sweden*
Martin Ekman *IDG Sweden*
Robert Grange *IDG Global Solutions U.K.*
Anja Boerhoop-Heckt *IDC Benelux*
Rita Lee *IDC Hong Kong*
Fred Wong *IDC China*
Jane Wang *IDC China*
Beata Nowicka *IDG Poland*
Monika Golebiewska *IDG Poland*
Agnieszka Kubanska *IDG Poland*
Katarzyna Filip *IDG Poland*
Anna Stando-Lipecka *IDG Poland*
Mike Friend *IDC U.K.*
Annette Auer *IDG Germany*
Eric Bonner *IDG Germany*
Sabine Schwehr *IDG Germany*
Ingrid Weidner *IDG Germany*
Beate Rodler *IDG Germany*
Thomas Hafen *IDG Germany*
Monika de Letter *IDG Germany*
Christian Hofmann *IDG Germany*
Marta Pely *IDG Germany*
Daniele Lazzarin *IDG Italy*
Lucia Bianchi *IDC France*
Vladimir Kroa *IDC CEMA*
Martin Vesely *IDC CEMA*

2

Kevin Varley *InfoWorld*
Geoff Sturm *PC World*
Milada Kabanjiova *IDG Czech*
Gina Bajenaru *Bio•IT World*
Kevin Davies *Bio•IT World*
Angeles Rodriguez *IDG Spain*
Richard Chen *IDG China*
Maki Yokota *IDC Japan*
Mika Washizuka *IDC Japan*
Jose Roberto Mavignier *IDC Brazil*
Hirotaka Nishide *IDG Japan*
Yumi Hayatsu *IDG Japan*
Steffi Han *IDC Korea*
Monika Fiedler *IDG Germany*
Marion Aschenbrenner *IDG Germany*
Stefan Bader *IDG Germany*
Simeon Hinov *IDC CEMA*
Jeffrey Vavra *IDC CEMA*

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Regina Rebello *PC World*
Rick Rizner *PC World*
Karel Tykal *IDG Czech*
Grant Gross *IDG International Publishing Services*
Joanna Schumann *IT Careers*
Kazuyuki Ide *IDC Japan*
Maria Cristina Muniz *IDC Brazil*
Mauricio Monteiro da Rocha *IDC Brazil*
Vicki Quigley *IT World Canada*
Raymon Wesseling *IDG Netherlands*
Marika Fuse *IDG Japan*
Daniel Lundblad *IDG Sweden*
Emma Jägre *IDG Sweden*
Alfredo Curiel *IDC Mexico*
Martín Rodríguez *IDC Mexico*
Joseph Altria *IDG Global Solutions*
Maartje Elants *IDC Benelux*
Sue Go *IDC Benelux*
Megan Dahlgren *IDC Australia*
Zhu Xiao-Lu *IDC China*
Jonathan Ha *IDC Korea*
Ilona Michalska *IDG Poland*
Sandra Holleber *IDG Germany*
Emir Halilovic *IDC CEMA*
Philip Korinek *IDC CEMA*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Malcolm Maclachlan** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"Hey, Phil...I've worked like a zombie tonight! I'm heading home!"
Annalisa Williams *GamePro*

"Cmd, option, shift...ooops, I hate when this happens."
Carl Marchi *Computerworld*

Bill was the only one in the office who never had people looking over his shoulder.
Oli Kristjan Armannsson *PC World Iceland*

Jim decided he'd better watch his back while he surfed the 'net on company time.
Dave Reinsel *IDC*

Victor's work environment forces him to constantly look for back stabbers.
Simon Salamon *IDC*

Bill's acute split personality became apparent when he got up to go for a coffee.
Colin de Almeida *IDC U.K.*

"I told you the changes I made to the Web would turn your head around."
Polly Saponaro *IDC*

"This remote office networking has gone a little too far!"
Sandy Weill *Network World*

As Col went to get his copy of *World Update*, he got the distinct feeling his body was far happier with the online version.
Keith Elshout *IDC U.K.*

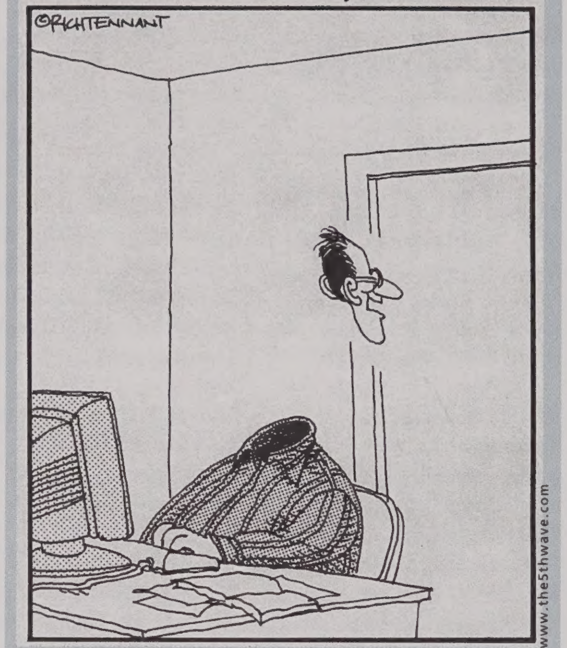
Rich Tennant's original caption

"Mary-Jo, come here quick! Look at this special effect I just learned with this new graphics software!"

World Update available via PDF

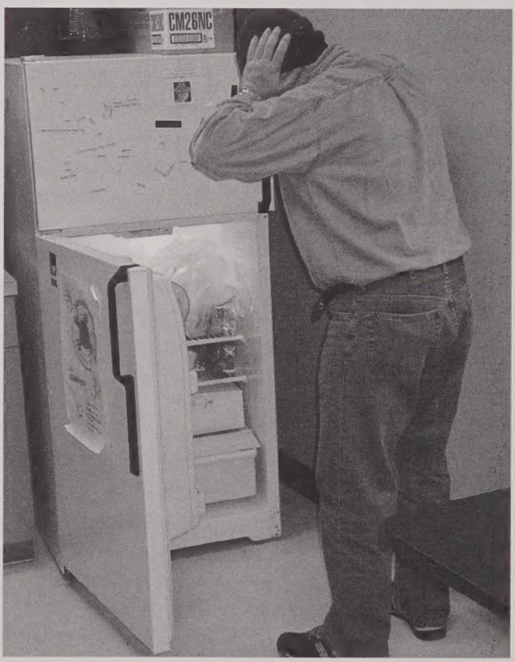
To receive *IDG World Update* in a low-res PDF format, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

The 5th Wave By Rich Tennant



"These new wireless applications are amazing!"
Malcolm Maclachlan *IDC*

Life at work



To kick off the new year, *World Update* is introducing a new caption contest for photos depicting work-related scenes. Send in a caption for the photo above by Jan. 27. This contest will work similarly to the cartoon contest. And send in your own photos for possible inclusion in this feature! If yours is chosen to run, you'll receive an IDG T-shirt.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited.

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Diane Hacker *PC World*
Steve Inza *IDG International Publishing Services*
Karen Ren *IDG China*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through offices in 50 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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Macworld Conference & Expo turns 20

New technology session among 100 workshops; exhibitors rebook quickly

This month's Macworld Conference & Expo in San Francisco marked its 20th anniversary year and the 38th time the event has been held in the U.S. It was by all accounts "a huge success," according to IDG World Expo Group VP **Warwick Davies**.

JULY 13 - 15, 2004
GES

IDG WORLD UPDATE

*The IDG World Expo team onsite (l-r): **Ron Moreau**, sales manager; **Suzanne Carroll**, sales manager; **David Korse**, IDG World Expo president; **Warwick Davies**, group VP; **Sarah Hindmarsh**, marketing specialist; **Nora Risti**, operations manager; **Natalie Vercauteren**, conference manager; **Beth Wickenhiser**, public relations specialist; **Shelley Ballarino**, marketing manager; **Nadine Lepick**, rebook manager; **Darrell Baker**, VP of event services.*

"The aisles were full from the moment the exhibit floor opened on Tuesday morning right till the end," he said. "People were still roaming the aisles even as the contractors were pulling up the carpet after the floor closed on Friday afternoon. Many of our conference sessions were overflowing, and the keynote hall was packed."

Apple Computer CEO Steve Jobs used the keynote to introduce a smaller, less expensive version of Apple's iPod digital music player and — with help from singer John Mayer — GarageBand, which allows aspiring musicians to write and record their works on a Macintosh.

There were approximately 265 exhibitors at this edition of the twice-yearly show, down slightly from last year's edition. "Macworld has always been a snapshot of the market it serves," Davies said, "and many potential exhibitors in the Mac community don't have as much to spend on booth space these days. Still, the event covered 70,000 square feet of

continued on page 5

IDG makes *Fortune*'s Best Companies to Work For list

Janus: More Fund Woes
2 Sin Stocks to Bet On
The Secret Passion of Goldman's Hank Paulson
Q&A: Peter Drucker Sets Us Straight
FORTUNE
2004 SPECIAL REPORT
THE 100 BEST COMPANIES TO WORK FOR

The 100 Best Companies to Work For list appeared in the Jan. 12 issue of Fortune.

For the fourth consecutive year IDG has been named to *Fortune* magazine's list of "100 Best Companies to Work For." One of only two Massachusetts-based companies, IDG was also the only media/information company to be recognized in the 2004 ranking.

IDG was cited for its decentralized management style that allows individual business units to determine rewards such as bonuses and time off. The most important factor used in selecting companies for the list is feedback from the employees themselves, according to the magazine. This year, some 46,526 randomly selected employees at the 304 finalist companies filled out an employee opinion survey created by the Great Place to Work Institute in San Francisco.

FORTUNE® 2004
100 BEST COMPANIES TO WORK FOR

In addition, each candidate company provided detailed information on its policies regarding people, practices and philosophies. In determining rankings, employee opinions account for two-thirds of the company's score.

Despite the difficult technology market of the past few years — only 16 high-tech companies are on this year's list as opposed to 22 when *Fortune* began ranking companies in 1998 — IDG has retained a position in the "100 Best Companies to Work For" since 2001.

"I am proud of the work we have done in building an organization that is both a rewarding place to work as well as one that meets customer requirements," said IDG Chairman **Pat McGovern**.

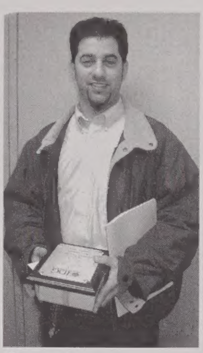
For more information, contact IDG Director of Corporate Communications **Howard Sholkin** at howard_sholkin@idg.com. WU

in brief newsworthy

Three employees earn STAR Awards

Gasbarro

Nadeau


Capone

ARDLEY YEE PHOTOS

Three East Coast U.S. employees were honored last month for demonstrating outstanding service, teamwork and results as determined by peers who nominated them in the twice-yearly Corporate Boviard STAR Award program. Taking home crystal star paperweights as well as a cash prize and plaque were: IDG International Publishing Services Licensing Manager **Jean Gasbarro**, IDG Bookkeeper **Diane Nadeau** and IDG List Services Account Executive **Paul Capone**.

Gasbarro's nomination read in part: "Jean always responds promptly to requests. She does everything she can do to get the result you want, and if it involves someone else, she follows up to be sure you got what you wanted from them."

Nadeau was cited for her outstanding customer service: "Diane always goes the extra mile to help out with requests for on-demand checks. She always fulfills my requests and provides information in a quick and professional manner with the result that the vendor or writer is paid promptly, fostering a positive feeling about IDG and Network World."

According to his nomination, Capone "has become an extension of our sales team. He attends our sales meetings and speaks regularly to the team. He also forwards us list leads to follow up for other business. He is a pleasure to work with and the Network World team loves him!"

STAR Awards are presented to employees from IDG's corporate groups, as well as IDG List Services, Research Services, International Publishing Services and IDG Global Solutions. The award is named in memory of the late Jay Boviard, who served as IDG's corporate credit manager. Nominations are reviewed by Human Resources Services Division Director **Julie Lynch**, IDG CFO & Treasurer **Ted Bloom** and Vice President, Corporate Taxes **Jayne Enos**.

*For more information contact IDG Office Services Manager/Executive Assistant to the CFO **Lucy Sheehan** at lucy_sheehan@idg.com.* WU

Correction

The January 5 of *IDG World Update* issue incorrectly noted the staff composition of IDG Italy's *Network World CSO* Edition. The quarterly is produced entirely by four *Network World Italia* editorial staff members.

global roundup

Mikro PCW launches awards

In December IDG's publishing licensee in Serbia and Montenegro held its first annual IT Globus award, which was established by *Mikro PC World* for exceptional accomplishments in IT, computing and telecommunications. Awards were presented in six categories, with two special ones for IT Contribution of the Year and IT Failure of the Year. The latter went to the Serbian Ministry of Transport and Telecommunications for failed developments in the national telecom service. No one was present to accept the award, so it was accepted by the courier service that carried it to the ministry's office. *Contact: Aleksandar Spasic, alspasic@eunet.yu.*

PCW Ukraine launch

The premiere issue of *Computers+Programs/PC World Ukraine* debuted on newsstands last month. For now, the publication will use the *Computers+Programs* title, which has high local brand recognition. A *PC World* logo will also appear on the cover. *Contact Serge Antonchuck, cp_chief@comizdat.com.*

IDG publishers donate magazines for soldiers

In response to the Magazine Publishers of America's request to members, *PC World*, *Macworld* and *GamePro* sent 50 copies of each magazine to Walter Reed Army Hospital in Washington, D.C., late last year for soldiers recovering from wounds suffered in fighting in Iraq. *Contact: sandy_wong@pcworld.com; Kasey MacMullen, kmacmullen@macworld.com; or Sherry Pedrin, spedrin@gamepro.com.*

PCWLA retools

PC World Latin America sports a new look with a new cover and editorial sections. The magazine is now "edgy and fresh," reports International Publishing Services VP Latin America **Trino Ramos**. *Contact: trino_ramos@idg.com*

PCW makes *New York Times* list

PC World turned up in the Christmas Day edition of *The New York Times* in technology columnist David Pogue's "Naughty and Nice" list for 2003. Pogue praised *PC World* for its fearless coverage of the PC industry, calling the magazine "unafraid to bite the hand that feeds it, month after month. In February it cited several high-profile mail-order companies (and *PC World* advertisers) for bait-and-switch tactics and price gouging. In December, its 'Best and Worst Manufacturers' reliability chart gave poor ratings to several of its advertisers. And *PC World* can be so critical of Microsoft, there's actually a monthly column about bugs in Windows." *Contact: harry_mccracken@pcworld.com*

New World Expo show

IDG World Expo will launch a health-care information and technology event in conjunction with its established biotech show in Boston. The inaugural Health-IT World Conference & Expo will be held March 30-April 1 with Bio-IT World Conference & Expo. While the two-year-old Bio-IT event caters to life science researchers, Health-IT is aimed at delivering technology to the general health care professional and looks to attract executives, IT managers, physicians, clinical managers, and department administrators. *Contact: beth_wickenhiser@idg.com.*

DW goes green

IDG's publishing partner in Ireland, Scope Communications, last month signed a new license for its publication *Smart Company* to become part of the *Digital World* product line. The initial frequency will be quarterly. *Contact: frank.quinn@scope.ie.*

To submit short news briefs from your business unit for this column please write to world_update@idg.com.

one on one the interview

Roberto Masiero
The president of IDC Europe, Middle East and Africa (EMEA) and the leader of IDC's worldwide conference business is this week's guest columnist. He may be reached at rmasiero@idc.com.

IDC EMEA at-a-glance

Number of employees 328 employees throughout EMEA

Number of offices 22

Locations London, Frankfurt, Copenhagen, Helsinki, Kista (near Stockholm), Milan, Madrid, Amsterdam, Paris, Dublin, Lisbon, Prague, Moscow, Budapest, Warsaw, Kiev, Dubai, Zagreb, Ljubljana, Vienna, Sofia, Bucharest

What keeps you up at night?

Making sure to meet our key customers' expectations. To quote just a couple: "What we really need is help in turning information into intelligence so we can identify new potential markets and catch new business opportunities." And "What we expect from IDC is simply the Holy Grail: a dynamic market model consistently tracking product segments, geographical markets and spending by vertical industry integrated and virtually in real time."

Not easy, is it? But we are the market leader, and we must endeavor to meet any realistic expectation from our customers, and possibly even their dreams.

Q How would you characterize the present and future IT business climate in the EMEA region?

A The economy is strongly rebounding in the U.S. but not in Europe yet. The situation is better in Central/Eastern Europe, where the countries soon joining the European Union are more dynamic and investing in all kinds of new leading-edge technologies. Furthermore, the growing strength of the Euro vs. the U.S. dollar does not help either economic recovery in Europe or European exports' competitiveness, even if it strongly benefits the profits earned in Europe by U.S. companies when you convert them into U.S. dollars. Political instability and widespread fear of terrorism and also do not help.

Finally, we are seeing a fast move to outsourcing, off-shoring and delocalization of IT manufacturing and services to emerging countries in order to cut costs and recover competitiveness. This raises a number of challenges to all international and local IT vendors operating in Europe and substantially increases the importance of the role of IDC as a key partner potentially in any IT business critical decision. But we must be able to consolidate and further develop our thought leadership, the quality of our research and our services, and our high-level relationship network in the region.

Q How does IDC provide IT market research in a region with such a diverse mix of markets?

A IDC EMEA's structure is based on a matrix of country offices and expertise centers fully integrated with our worldwide product lines. This unique organization has enabled us to develop a unique "glocal" approach: we are the only market research firm capable of providing, simultaneously, strategic planning tools to the headquarters of major IT vendors and tactical support to their country offices, positioning ourselves as the main partners of most of the largest IT vendors in the region.

Q How do you collect feedback from your major clients and translate this intelligence into improved offerings?

A We recently made a huge step forward in this area with our first Major Account Summit, which was held late last year near Dublin. Organized by **Keith Henry**, group VP for EMEA Sales & Marketing, this summit attracted senior executives from marketing intelligence and strategic marketing from IDC EMEA's top 50 clients.

The primary objective was to listen carefully to recommendations on how IDC can improve but also to offer actionable advice on how to target the hottest information and communication technologies; opportunities in EMEA supported by IDC services and solutions and, of course, our unique analyst network.

This inaugural summit received tremendous endorsement from our top clients, including a level of surprise that IDC EMEA now offers an unrivaled portfolio of more than 120 regional, sponsored events complemented by a growing portfolio of tangible marketing services. It created a real sense of IDC being perceived not simply as a major supplier but as more of a value-added business partner.

Q How is IDC's conference business organized?

A Our conference business is, like our research business, truly global in nature. We have regional conference teams in place in Asia/Pacific, EMEA, Latin America and North America with local, dedicated conference managers on the ground in more than 30 countries worldwide. This structure allows centralized control as well as localized management, which is a unique strength that is highly valued by our clients. With regards to the EMEA region specifically, our conference business represents 25% of our total business. We have, from 2003 to 2004, increased the number of conferences by 50%, which means that we have more than 120 conferences scheduled across EMEA for 2004.

Q How is the conference business growing?

A All our regions are introducing new conferences in 2004, and our worldwide event schedule looks absolutely impressive. Worldwide, we are adding conferences in areas such as security, eGovernment, finance, mobility, outsourcing and utility computing/on-demand computing. Our local conference business and regional road shows are the fastest-growing segments within our event business. Additionally, we have throughout 2003 experienced a very high demand for our Custom Event Services, which offer our clients a customized event solution specific to their needs and requirements. Through IDC's Custom Event Services, our clients are able to leverage on the IDC brand and our speakers, our content support, our logistical skills, as well as our extensive end-user database. In terms of new introductions, I should also mention our new EMEA Event page on idc.com — http://emea.idc.com/conferences — that will be followed by a worldwide event page a few months from now.

*Send questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** to world_update@idg.com. Questions will be forwarded anonymously.*

Network World Training U puts focus on learning

When the results from last year's employee survey revealed that access to more and better training opportunities was a priority for many of the 129 staff members at Network World, the company's Human Resources team got busy.

Their challenge: provide a variety of meaningful educational opportunities to a diverse group of busy professionals for minimal cost. Their solution: Training U, a unique collection of programs ranging from existing IDG corporate offerings to vendor-supplied online training to an employee-led Brown Bag lecture series and mentoring program. Each of the six categories of training is assigned a certain number of credits, and each employee is required to complete between four and eight credits per year.

IDG WORLD UPDATE

Among the Network World employees who have already taken Training U courses are (counterclockwise from top left): ***Greg Cusack**, **Jami Thompson**, **Peter Hebenstrait**, **Susan Collins**, **Veronica Trotto**, **Jane Weissman**, **Mike Guerin**, **Eric Cormier**, **Lisa Thompson**, **Kristen Kennedy**, **Pat Josefek**, **Elizabeth Price**, **Mark Anderson**, **Mike Draper**, **Paul McNamara*** *and* ***Glenna Fasold***.

According to Director of Human Resources **Elizabeth Price**, who along with **Eric Cormier**, senior HR generalist, created the training initiative, Training U was designed to take advantage of the training opportunities already in place at both Network World and IDG, as well as the expertise of Network World's own employees. "Training U puts a formal structure around these resources, makes it much easier for employees to know what is available and underscores the importance senior management places on continued career development," Price said.

"The idea behind Training U was to use our own resources and knowledge — as well as those of IDG — and to really effect change in how people view training by making sure that we all do it," said **John Gallant**, Network World president and editorial director. "We didn't want this to be just lip service."

Training U consists of six components. When the program rolled out last October, each employee received a folder containing course descriptions, the number of credits to be earned and information about how to enroll. The six components include:

- **IDG Corporate Training and Development programs**. These programs are developed and offered through the IDG Training Department to employees on the East and West coasts. Network World employees earn four, three or two credits per course depending on whether it is a full-day, half-day or shorter course.
- **Training to Go**. Training to Go is an existing online library application allowing any IDG employee to borrow audiocassettes, books, manuals, CDs, reference guides and videos on a variety of subjects from personal development to a wide selection of management topics. Online request forms are available at http://hr.idg.com. Network World employees earn two credits for each resource borrowed.
- **Online Skills Training**. Network World has contracted with online training vendor Element K to offer employees access to self-paced online training programs on more than 40 different applications including Excel, Flash, Filemaker Pro, Microsoft Office, Photoshop, Outlook, Quark XPress, Powerpoint, Dreamweaver, HTML among many others. NW employees earn two credits for each course completed.
- **The "UTU" Program**. Worth four credits, the UTU Program allows NW employees to work with their managers to customize an individual training and development experience. Employees may take up to a half day per quarter to attend a lecture, do online research, reading, or visit a vendor or customer for information-seeking purposes.
- **Mentoring Program**. The Network World Mentoring Program pairs volunteer mentors and mentees in partnerships designed to enhance the career and professional development experiences for both parties. The commitment for this program is a minimum of six months and employees earn six credits.
- **Brown Bag Lectures**. These one- to two-hour lectures are held monthly on a variety of topics including wellness, personal finance and professional development. A number of Network World employees — as well as some outside vendors such as a financial planner from American Express — will lead these sessions, which will either be held as breakfast or lunchtime meetings.

"It is easy to lose sight of the development needs of your team during challenging economic times," said Network World Publisher & CEO **Evilee Thibeault**. "I applaud the effort of Elizabeth and Eric and all involved for creating Training U, which not only packages all our training options but makes training a key focus of the NWI experience."

For more information, contact Elizabeth Price at eprice@nww.com.

IDG

January 19, 2004

Sr. Graphic Designer (CXO)

CXO Media is looking for a Sr. Graphic Designer to join our highly collaborative editorial design group. Responsibilities include magazine layout, directing photographers and illustrators and creating infographics for CXO's publications. The ideal candidate will possess 5+ years of design experience in an editorial environment. Candidates should have a strong editorial design portfolio, a degree in graphic design, proficiency with QuarkXPress, Photoshop and Illustrator, experience working with photographers and illustrators and a firm understanding of typography and digital pre-press in a Mac environment. CXO Media produces CIO and CSO magazines. ***Location: Framingham – MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

(Intern) Event Planning (CXO)

CXO's Executive Programs department is seeking an intern for the Event Planning department. Responsibilities include interacting with hotel contacts for pre-program planning and on-site implementation of CXO's Executive Programs, booking of hotel meeting space, planning for security, transportation, sponsor display area, assist with hotel/travel reservation process for attendees, creating conference menus, hotel event listings and working with customer service. This person will work directly with the Manager of Event Planning. Ideal candidates will want to gain knowledge in the meeting management field to further their career in the industry. Prior experience in customer service is necessary. Prior hotel or other hospitality work is a plus. Excellent verbal, written and customer service skills and the ability to work both independently and interdepartmentally is essential.

Location: Framingham – MA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Equity Research Associate (IDC)

IDC's Investment Research Service is seeking an equity research associate with prior experience in sell side or buy side research to be part of the launch of a new IDC service to the investment community. The individual will facilitate relations between IDC analysts and the equity research community at large with the goal of tracking IDC and market industry events and mining key issues, which may cause volatility in a company or specific market sector. Please see idc.com for full description. ***Location: Framingham – MA***

Contact: Email: idc_jobs@idc.com

Conference Operations and Custom Events Director (IDC)

IDC's US Conferences Group is seeking a Conference Operations and Custom Events Director. The individual in this role will have dual responsibility as the manager of all meeting planning activities for the Conference Group's public, internal, and custom events as well as driving custom event business, including sales and execution of events. Please see idc.com for full description. ***Location: Framingham – MA***

Contact: Email: idc_jobs@idc.com

Ad Traffic Coordinator (PCW)

PC World is looking for an organized, detail-oriented Ad Traffic Coordinator to join its Production team. Responsibilities will include tracking ads, contacting agencies and advertisers for late materials and managing material extensions, as well as working with the production team to ensure the correct printing of advertising materials. Candidates should have 2 to 4 years of experience trafficking magazine advertising digital files, and must be familiar with 4C process printing, Word, Excel and both Mac and PC operating platforms. Ideal candidates will be familiar with prepress and printing, have strong customer service skills, stellar phone manners, and be able to work under tight deadlines. ***Location: San Francisco – CA***

Contact: N. Jonathans, Fax: 415-974-7402, Phone: 415-267-1716,
Email: nancy_jonathans@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

(cont.)

Sales Associate (PCW)

PC World is seeking a Sales Associate to provide multi-functional support to the Western Adv Director and a Regional Sales Manager. In addition to general administrative and office support, s/he will back up the sales function by handling client requests, resolving ad production issues and maintaining the territory's sales/client information files. Other duties include organizing client events, developing presentations and obtaining and analyzing information on client's business, the competition, etc. Strong PC skills (incl. spreadsheet/database systems and Powerpoint) and top-notch organizational and communication skills are required. Candidates must be professional, detail-oriented and able to work well under pressure. Familiarity with publishing and/or advertising would be ideal. ***Location: Irvine – CA***

Contact: S. Green, Fax: 949-757-1073, Phone: 949-442-4021, Email: susan_green@pcworld.com

Sales Manager (WEC)

IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include building long term, mutually profitable relationships with prospects and customers, booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospects tradeshow needs. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 85% over-the-phone inside sales; 15% face-to-face sales at competitive events as well as at client meetings. ***Location: Framingham – MA***

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Editors' top picks

Macworld
BEST
OF SHOW
2004

During Macworld Expo, *Macworld* magazine announced the winners of the Macworld Best of Show Awards for the most exciting hardware and software products shown at the event.

Jim Dalrymple, editor/online for MacCentral.com and Macworld.com, said, "Developers showed a level of imagination and integration with their products that has not been seen before."

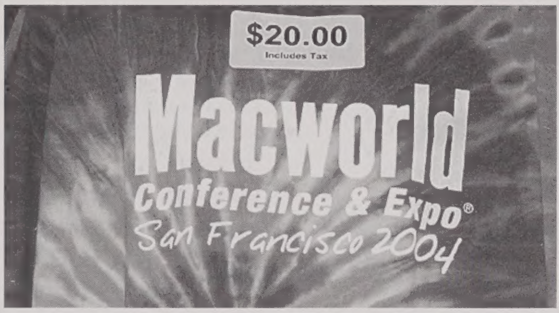
Among the winners, as voted by *Macworld* editors, were the following:

- Apple Computer's GarageBand music studio application.
- Elgato Systems' Eye TV 200, which brings music, photos and movies from a Macintosh to a TV.
- Freeverse's Bumper Car, a child-friendly Internet interface.

For details go to http://maccentral.macworld.com/news/2004/01/09/bestofshow/.

Macworld

continued from page 1



IDG WORLD UPDATE

Hundreds of signature T-shirts (Grateful Dead CD not included) and other show-related items were sold onsite at the event's merchandise store.

exhibit space, and energy on the exhibit floor was high. Overall, the Macworld exhibitor community was extremely pleased with the event and proved this by rebooking en masse for next year's event."

IDG World Expo is currently auditing Macworld Expo attendance numbers, but the show regularly draws tens of thousands of Mac professionals and amateurs.

Among the more than 100 educational sessions, World Expo launched a new, well-received conference segment, MacIT, that was designed to provide in-depth information on Mac technology issues such as servers, services, security, IT management, integration and networking. Davies said they would likely bring it back next year.

In a new marketing strategy, World Expo hired a telemarketer to sell conference packages to past attendees and used a voice-messaging service to leave automated voice messages for past attendees. Both initiatives worked well and will be considered for upcoming shows, Davies said.

The next Macworld Conference & Expo will be held in Boston at the Boston Convention & Exhibition Center, July 12-15.

For more information contact Warwick Davies at warwick_davies@idg.com. WU

EPSON
dantz

IDG WORLD UPDATE

People of all ages were interested in the new Mini iPod.

Bowling for dollars

Mac Bowl

Macworld magazine held its fourth annual charity MacBowl bowling event during this month's Macworld Expo. Ten teams made up of employees from co-host Aspyr Media, Apple, Microsoft, Aladdin Systems, MacSoft, Macworld, and winning team ATI Technologies donated $1,500 in cash or Macintosh computer equipment, which is in turn given to a San Francisco-area school in need of a new computer lab or upgrade.

The evening event raised $15,000 for Treasure Island Elementary School. Vice-Principal Johnny Spearmon was on hand to accept a check from Aspyr Media President Michael Rogers and *Macworld* Publisher **Cynthia Ramsey**, who said, "This event has become a major highlight of Macworld Expo week and gives all of us in the industry a chance to make a significant difference."

Coming up

COMNET Conference and Expo
Jan. 26-29
Washington, D.C.
www.comnetexpo.com

e-Government Conference
Feb. 5
London
www.idc.com/events

DEMO
Feb. 15-17
Scottsdale, Ariz.
www.demo.com/demo/

Premier 100 IT Leaders Conference
March 7-9
Palm Desert, Calif.
www.computerworld.com/events/p100

Bio-IT World Conference & Expo
Health-IT World Conference & Expo
March 30 – April 1
Boston
www.bioitworldexpo.com/boston03/V40/index.cvn

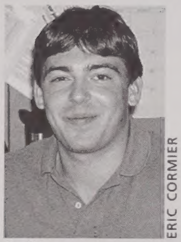
Directions 2004
March 31 - San Jose, Calif.
April 7 - Boston
www.idc.com/events

Storage Networking World Spring
April 5-8
Phoenix, Ariz.
www.computerworld.com/events#snw

noteworthy people

Cusack
ERIC CORMIER

Hodge
ERIC CORMIER


Sullivan
ERIC CORMIER

Cormier
KEITH SHAW

DeMeo
ERIC CORMIER

Sarlan
ERIC CORMIER

Promotions

Network World Senior Writer **Phil Hochmuth** has been promoted to senior editor. "Since joining our team in 1998, Phil has been a workhorse," said Associate News Editor **Michael Cooney**. "He has been a fixture on the front page, in sections and online with key stories on everything from Cisco's latest moves to Linux trends and directions. He even took time out this year to get married!" *phochmuth@nww.com*

Network World's **Greg Cusack** has been promoted from copy editor to senior copy editor. "As our writers and editors know," said Assistant Managing Editor **Ryan Francis**, "Greg is a great resource in helping to rework stories and finding things online (he found out how many times Vanna White claps her hands per "Wheel of Fortune" episode). He has been tireless in his pursuit to tighten the writing in *Network World*." *gcusack@nww.com*

Network World Copy Editor **Sheryl Hodge** has been promoted to senior online copy chief. "Sheryl's been the backbone of Fusion editorial for the past five years, editing and posting daily news across our three sites, as well as editing dozens of *Network World* newsletters each week," said Online Managine Editor **Melissa Shaw**. "Have you ever seen performers who can juggle a bowling pin, a chainsaw and a torch at the same time? It's like that, she's that good." *shodge@nww.com*

Online Graphic Designer **Zach Sullivan** has been promoted to senior online designer at *Network World*. "As our only editorial designer for Fusion, Zach has helped transform the site's look and feel over the last few years and has made our online special issues shine," Design Director **Rob Stave** said. "He has an excellent design sense, strong work ethic and is constantly teaching himself new skills." *zsullivan@idg.com*

Network World Human Resources Representative **Eric Cormier** has been promoted to senior human resources generalist. "Eric has been with the IDG family for 14 years and joined Network World in 2000 as part of the HR team," said **Elizabeth Price**, HR director. "He champions our benefits programs, has earned the respect of his client groups and HR colleagues and overall is just a great team player." *ecormier@nww.com*

Network World Senior Operations Specialist **Tim DeMeo** has been promoted to event operations manager. "Over the past year, Tim has taken on many more responsibilities, including managing all database and registration processes for our Executive Forums and Tech Tours events," said **Michele Zarella**, director, operations and event development. "He has done an incredible job maintaining our database integrity and continues to look for ways to streamline our processes. At any event we host, you are bound to hear attendees asking to meet Tim in person. He has built up quite a fan base!" *tdemeo@nww.com*

Network World's Manager of Corporate and Global Programs **Nancy Sarlan** has been promoted to corporate marketing communications manager. "Over the last year, Nancy has done a terrific job managing the print and online marketing communication efforts, as well as the corporate Network World site and the fabulous 2004 media guide, helping to position Network World as a world-class organization to our customers and prospects," said Senior Director of Marketing **TerryAnn Croci**. "In her new role, she will also lead marketing communication efforts for the events and custom product lines." *nsarlan@nww.com*

New employees

Emma Charrington joins IDG U.K. as a classified sales manager for *PC Advisor*. After earning a B.S. in environmental science and geography and an M.S. in environmental management and technology, Emma first worked as an environmental planner at a green energy company called Ecotricity in Stroud, Gloucestershire. Outside of work she enjoys tennis, badminton, softball, horseback riding and socializing with friends. *emma_charrington@idg.com*

Also joining *PC Advisor* in London is Senior Sub Editor **Matt Egan**. Most recently a production sub editor at GP Newspaper, published by Haymarket Business Publications, Matt earned a B.A. in drama and English at the University of Hull in East Yorkshire. He enjoys Sunday morning football and is the lead vocalist in a South London-based band called The Manner *(www.themanner.com)*. *matt_egan@idg.com*

Promotions Manager **Barney Worfolk-Smith** joins *PC Advisor* after working as an ad manager at *Real Finance* and *Financial World*, part of Caspian Publishing. He received a B.A. in social studies and psychology from the University of Newcastle-upon-Tyne. *barney_worfolk-smith@idg.com*

Danielle Glassman joins Framingham, Mass.-based IDG World Expo as a conference coordinator for Macworld Conference & Expo She previously worked at the Dana Hall School as registrar, fitness teacher and assistant varsity basketball coach. She holds an associate's degree from Newbury College in Boston,and a real estate appraisal trainee license from the American Real Estate Academy. She enjoys softball, soccer, snow and waterskiing, snowboarding, fishing and motorcycling. *danielle_glassman@idg.com*

Also at World Expo, **Kathleen Shepherd** has signed on as events marketing manager. She was previously field marketing manager at Sybase. Kathleen is pursuing a master's degree in communications studies from Emerson College in Boston and spends her off hours traveling, gardening and cooking. *kathleen_shepherd@idg.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Renee Pierce *IDG*

21

Beverly Wolff *Computerworld*

20

Donna Sparrow *IDC*
Lee Doyle *IDC*
Mark Winther *IDC*

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Rebecca Segal *IDC*
John Gantz *IDC*
Paul Bonarrigo *Mac Publishing*

18

Brad Thorpe *IDC*

17

Jean Bozman *IDC*
Veronique Arene *IDG France*
Christian Le Gall *IDG France*

16

Michelle Criscenzo *IDC*
Mary Wardley *IDC*
Deborah Vozikis *Network World*
Chris Guio *InfoWorld*
Katalin Kopácsi *IDG Hungary*

15

David Emberley *IDC*
Zsóka Egyed *IDG Hungary*

14

Francis Mao *IDG Entertainment*
Ingela Meerburg *IDG Sweden*
Seanna Maguire *IDG Research Services*
Ben Barbante *InfoWorld*
Imre Birkus *IDG Hungary*

13

Gary Koch *IDC Hong Kong*
David Cobb *PC World*

12

Michael Wallace *IDC*
Harry McCracken *PC World*
Anna Baranyi *IDG Hungary*

11

Randi Siegal *IDC*
hane Rau *IDC*
Eric Prothero *IDC*
Felix Gonsalves *IDC*
Barbara Kitzis *IDC*
Laura Nurzynski *IDC*
Richard Heiman *IDC*
Fiona MacRae *IDC U.K.*

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Carolyn Johnson *CXO Media*
Joe Mola *Computerworld*
Edyta Bajorek *IDG Poland*
Peter Jidesten *IDG Sweden*
Cathy Garland *IDG*
Gregory Morgan *Network World*

9

Patty Chisholm *CXO Media*
David Waugh *Computerworld*
Dennis Philbin *IDC*
Yvonne Nyman *IDG Sweden*
Paul Krill *InfoWorld*
Ana Paula Lobo *IDG Brazil*
Terezinha Omura *IDG Brazil*
Richard Bailey *IDG U.K.*

8

Melissa McCleery *Computerworld*
Mary Steeves *IDC*
Sara Lake *IDC*
Anders Danielsson *IDG Sweden*
Cecilia Larsson *IDG Sweden*
Johann Armand *IDG France*
Jean-François Macanda *IDG France*

7

Susan Watson *CXO Media*
Sharon Gartenberg *Computerworld*
Rick Broughton *Computerworld*
Roger Kay *IDC*
Lindsay Young *IDG Entertainment*
Carlos Cid *IDG Spain*

6

Mike Barbato *CXO Media*
Matt Duffy *Computerworld*
Christopher Murphy *IDC*
Stephen Minton *IDC*
Deanne Hart *IDC*
Manuel Pastor *IDG Spain*
Ronda Bittner *Mac Publishing*
Ron Neal *Mac Publishing*
Josepha Jobe *IDG France*
József Samu *IDG Hungary*

5

Michelle Berube *IDC*
Morris Edwards *IDC*
Paul Johnson *IDC*
Jason Gould *IDC*
Lucinda Derby *IDC*
Melita Marks *IDC*
Judith Young *IDC*
Bruce Hollocher *IDC*
Steven Harris *IDC*
William Kelly *IDC*
Julie Ramirez *IDG Entertainment*
Sherry Pedrin *IDG Entertainment*
Sandra Strehle *IDG Germany*
Sam Martin *IDC U.K.*
Jenny Holmberg *IDG Sweden*
Daniel Sjöholm *IDG Sweden*
Julie Bort *Network World*
Michel Crestin *IDG France*
Alberto Kaduoka *IDG Brazil*
Maria Ribeiro da Costa *IDG Brazil*

4

Mary Gregory *CXO Media*
Michael Meleedy *Computerworld*
Andrea Siegal *IDC*
Jonathan Gaw *IDC*
James O'Brien *IDC*
Matthew Eastwood *IDC*
Dan Vesset *IDC*
Laura Milewski *IDC*
Margaret Follmer *IDC*
Allen Leibovitch *IDC*
Thomas Rotter *IDG Germany*
Shirley Chua *IDC Singapore*
Brooke Galloway *IDC Australia*
Dorothy Yang *IDC China*
Peter Sayer *IDG News Service*
Johan Isaksson *IDG Sweden*
Katarina Svensson *IDG Sweden*
Mats Westin *IDG Sweden*
Franck Zamora *Mac Publishing*
Cynthia Crow *PC World*
Lisa Huck *PC World*
Joao Bustamante *I DC Brazil*
Sophie Boddele *IDG France*
Ednalva Matias *IDG Brazil*

3

Ai Collins *CXO Media*
Shari Redan *Computerworld*
Nanette Jurgelewicz *Computerworld*
Pam Malingowski *Computerworld*
Karen Moser *IDC*
Max Flisi *IDC*
Shiv Bakhshi *IDC*
Brad Nisbet *IDC*
Susan Rae *IDC*
Anne Carver *IDC*
Miryam Doris Hernandez *IDC*
Michael Swenson *IDC*
Reagen Brown *IDC*
Thomas Vavra *IDC*
Songtao Lu *IDC*
Coleman Jolley *IDC*
Lisa Giberti *IDC*
Frank Parisi *IDG Entertainment*
Jason Bremmer *IDC Canada*
Dorota Chrisp *IDC U.K.*
Robert Grange *IDG Global Solutions U.K.*
Carl Löfgren *IDG Sweden*
Mikael Nyberg *IDG Sweden*
Kazuo Aida *IDC Japan*
Beth Wickenhiser *IDG World Expo*
Puneet Narang *Network World*

2

David McCaman *IDG Entertainment*
Mark Gabrenya *Bio-IT World*
Salvatore Salamone *Bio-IT World*
Ekaterini Varmazis *Bio-IT World*
Scott Shafer *InfoWorld*
Balázs Barabás *IDG Hungary*

1

Christopher Leger *Computerworld*
Richard Vancil *IDC*
Janelle Phillips *IDC*
Megan Laney *IDC*
Gabriel Graziani *IDG Entertainment*
Bharati Poorabia *IDC Australia*
Helga Szemenkár *IDC Hungary*
Joseph Altria *IDG Global Solutions U.K.*
Cecilia Löwenadler *IDG Sweden*
Sanna Norlin *IDG Sweden*
Johan Olsson *IDG Sweden*
Annika Guldroth *IDG Sweden*
Fumiaki Azegami *IDG Japan*
Koichi Hoshihara *IDG Japan*
David Leishman *Mac Publishing*
Ricardo César *IDG Brazil*
Ildikó Balázs *IDG Hungary*
Tibor Mozsik *IDG Hungary*
Magdolna Novák *IDG Hungary*
László Varga *IDG Hungary*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Li Dongmei

Home
Beijing

Joined IDG China
January 1992 as an editor for *Electronics International*, which had a section that was the predecessor of *China Network World*.

Career path
I have served as editor, cashier, circulation department staff member and executive assistant.

Current title
Cashier. Depositing cash and checks received to bank; examining all receipts received; establishing day-to-day account; making inventories, etc.

What's kept you at IDG for 10 years?
I think China Computerworld Publishing and Service Co. is like a family, and I love my job.

Best way someone could compliment you on your work?
I am a conscientious person and could finish any task on time.

What talent do you wish you had that you don't have?
The ability to drive a car.

Family
I have a 24-year-old son, Lin Tao.

What did you want to become when you were a child?
A doctor.

***Li Dongmei** of China Computerworld Publishing and Service Co. celebrated more than a decade of IDG service during a lunch with IDG Chairman **Pat McGovern** in Beijing.*

If you won the lottery tomorrow, you would
I would send my son abroad to study.

Favorite vacation spot
Hawaii.

Retirement dreams?
Good health and a good living environment.

Manager's profile
"During her career Li Dongmei has played an important role in the accounting and financial administration of the company and made active contributions to the development of *China Network World*."

— Liang Jiyou,
General manager of the Financial Department of China Computerworld Publishing & Service Co.

Techworld's Maxwell Cooter channels David Bowie for a good cause

Cooter plans to keep his day job!

Just months after scooping the "New Business Launch of the Year" from the U.K. Association of Online Publishers, Techworld Editor **Maxwell Cooter** has picked up another trophy from Cohesive Communications and SourceWire.com. Cooter won first prize for his impression of David Bowie singing his 1972 hit "Starman" in a charity event sponsored by the two firms. "He may be no thin white duke, but Cooter went down a storm," in the Stars in Their Eyes contest, noted **Simon Jary**, editor-in-chief of both *Digit* and *Macworld* U.K. By taking part in the event along with a host of U.K. IT journalists, Cooter raised £100 (US$183) for the homeless charity, Shelter. "I am proud to be the object of ridicule for the whole IT industry, especially as it's for a good cause," said Cooter, who noted that makeup takes longer to remove than it does to apply.

Museum passes still available for Boston area, visiting employees

As a corporate member of Boston's Children's Museum and the Museum of Science in Boston, IDG has a limited number of exhibit hall passes for both venues that are available to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. Children's Museum passes are good through June; Museum of Science passes are good through September.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Simon Jary *IDG U.K.*
Kasey MacMullen *Mac Publishing*
Karen Ren *IDG China*
Lucy Sheehan *IDG*
Beth Wickenhiser *IDG World Expo*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through offices in 50 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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WWW.IDGWORLDUPDATE.COM

IDG Research Services, PC World develop AdGauge study

Ad performance study improves on turnaround time, respondent base and data quality

> *"This affords us the opportunity to test more ads, offer more custom questions to select vendors and create customized client reports with additional, relevant data."*
>
> — Lisa Huck, marketing research manager, PC World

IDG Research Services Group, in partnership with PC World, has developed a proprietary readership recall study that lets sales reps help clients measure the performance of the ads they run in IDG publications. Similar to studies offered by Harvey and Starch, AdGauge improves upon the turnaround time — approximately three weeks from study close to bound reports — the respondent base — more than 400 per ad — and the usefulness of the information collected by those studies, according to IDG Research Services Group President **Kathy Dinneen**.

PC World used the AdGauge study results to identify 12 winners in various categories. Above, PC World's ***Susan Green*** *presents a plaque for Best Overall Ad to New Egg Sales Manager Chad Chen, VP of Marketing Howard Tong and General Manager Hip Lee.*

Looking for a way to build upon their success in conducting editorial research online, research staff at PC World turned to IDG Research Services for help in designing an online ad performance study that would generate better results than the studies they had been using.

"This Web-based approach is far superior to the personal-interview technique we were using in the past," said PC World Marketing Research Manager **Lisa Huck**. "First, we can collect more

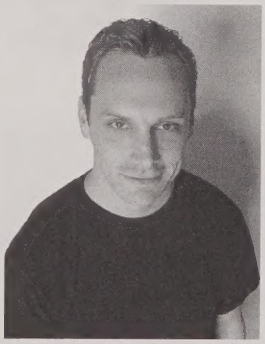
continued on page 5

IDG Netherlands launches monthly *GamePro* title

HANKELIJKE MULTIPLATFORM MAGAZINE TER WERELD
GAMEPRO
€2,70
INTRODUCTIEPRIJS
NUMMER 3
61+ GAMES BESPROKEN!
MAXIMO 2
KILLER 7
ONIMUSHA TACTICS
CASTLEVANIA
WAR OF THE RING
BATTLEFIELD VIETNAM
KINGDOM HEARTS 2
TRANSFORMERS ARMADA
GT 4
R: RACING
OUTRUN 2
RACEMANIA!
SWORD OF MANA
GTA DOUBLE PACK
SPY HUNTER 2
MOBILE GAMING SPECIAL

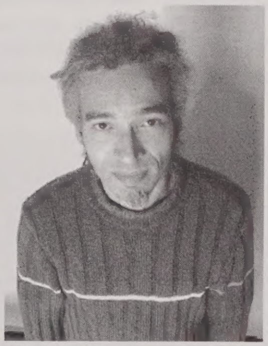
GamePro debuted in The Netherlands as a "new player with powerful relatives!"

Dutch computer games enthusiasts now have a *GamePro* edition of their own. Published 11 times a year, the new magazine, published by IDG Netherlands' IDG Games division, launched in late November 2003 and covers the country's fast-growing computer and console gaming market. Sporting a cover price of 2.70 euros (US$3.40), the magazine targets gamers ages 15 to 25 and is launching with an initial print run of 72,000 copies. It will be sold both by subscription and on newsstand throughout the Netherlands and Belgium.



Jeroen den Hann

The result of a merger of two existing gaming publications – *PlayNation* and *GameQuest Magazine* — that IDG Netherlands had acquired from Dutch publisher HCC Media in April 2003, *GamePro* Netherlands hit the ground running with an established reader base. The company's gaming portfolio now includes two publications: *GamePro* and the PC-only title *PC Zone Benelux* as well as a multiplatform game site GameZ (www.gamez.nl) and PowerZone (www.powerzone.nl) a vast multiplatform community site where readers can communicate with each other.



Theo Paijmans

Theo Paijmans and **Jeroen den Hann** serve as co-editors-in-chief of the new publication and are confident that its ties to the IDG's worldwide *GamePro* product line will give it an edge in the local market. "Using the strong reputation *GamePro* enjoys internationally, combined with the great

continued on page 4

in brief newsworthy

Digital World publications launch in Spain and France

Within weeks of each other late last year, IDG Spain and IDG France added new publications to the growing *Digital World* product line. Like IDG Germany's sister magazine launched in August, both publications target digital consumer electronics and ways to integrate them.

IDG France CEO **Eric Ochs** said *Digital World* targets readers of the traditional microcomputer press but also new readers looking for a comprehensive magazine with comparisons on products that range between 200 and 6,000 euros (US$250 to $7,400). Priced at 3.50 euros ($4.30), total circulation is expected to be 65,000, with 18,000 to 20,000 copies sold on newsstands. Ochs said he expects the quarterly to become a bimonthly in 2005.

Digital World Spain is aimed at a more "non-expert" audience, according to Publisher **Fernando Cabello**. The A-4-format title sold 74,000 copies of its first issue at an introductory price of 1 euro [$1.20]. Initially conceived as a fortnightly, the title will be monthly as of this year. The price is now 1.80 euros ($2.27) with more pages (132).

Eric Ochs at eochs@idg.fr or Fernando Cabello at cabello@idg.es. Digital World Spain's site is www.idg.es/digital world; the Digital World France site launches Feb. 19.

Digital World Spain

DANIEL DE BLAS

*The staff of IDG Spain (l-r): **María José Fernández**, ad sales director; **Fernando Cabello**, publisher; **Pedro Guillén**, editor-in-chief; **Martín Moncalvillo**, staff reporter; **Pablo Oliveira y Silva**, staff reporter; **Miguel Ángel Hermosell**, art director; **Juana Gandía**, staff reporter; **Anhia Lara**, editorial assistant.*

*The Digital World France team (l-r): **Daniel Rougier**, production manager; **Nouara Aftis**, iconographer; **Serge Leblal**, editor-in-chief; **Pasquale Meyer**, sales manager; **Jean Royné**, marketing manager; and **Philippe Saül**, circulation manager.*

Fast-growing *Tips & Trucs* sits atop the PC monthly best-seller list

IDG Netherlands' six-year-old *Tips & Trucs* is the best-selling PC monthly on Dutch newsstands, according to the most recent report (Q3) from independent Dutch circulation audit agency HOI (www.hoi.nl), averaging sales of 45,039 copies per month.

In addition, it is the fastest-growing publication in the country's highly competitive PC segment (there are 15 PC magazines in the Netherlands, the eight largest of which are audited by HOI) with newsstand sales increasing a staggering 51% in the past 12 months, according to the same report. This is particularly notable given that overall newsstand sales of all HOI-audited publications have decreased more than 3% during the same timeframe.

According to Sales Manager **Rick van Dijk**, "*Tips & Trucs* succeeds in attracting more and more readers because it blends the perfect formula of practical tips and current trends to provide readers with the specific information they need to achieve optimal use of both their hardware and software investments."

Rick van Dijk, rvandijk@idg.nl

November profit margin report

Each month *IDG World Update* publishes the names of the most profitable publications in six of IDG's product lines. For a full listing of all the wholly owned publications in each category by rank, see this article in IDG World Update Online at www.idgworldupdate.com.

If you do not have a login and password for the site, which is the same as IDG's intranet, IDG Central (http://idgcentral.com), you may request one online.

CW/IW publications
1. *Computerworld España*
2. *China Computerworld*
3. *Computerworld Polska* (Poland)

PC World publications
1. *MikroDatorn* (Sweden)
2. *PC World Bulgaria*
3. *PC World China*

Macworld publications
1. *Macworld España* (Spain)
2. *Macworld* (U.K.)
3. *Macwelt* (Germany)

Networking publications
1. *Telecom World* (China)
2. *NetWorld* (Poland)
3. *Natverk & Kommunikation* (Sweden)

Reseller publications
1. *Australian Reseller News*
2. *Computer Partner World* (China)
3. *IT.Bransjen* (Norway)

CIO publications
1. *CEO & CIO* (China)
2. *CIO* (U.S.)
3. *CIO Japan*

one on one

the interview

Benedikt Johannesson
The publisher of IDG's Icelandic licensee, Heimur hf., is this week's guest columnist. Reach him at benedikt@heimur.is.

> *"Our most recent reader survey indicates that about 19% of the population had seen at least one issue of PC World in the previous six months."*

Heimur hf. at-a-glance

Year *PC World* launched
1995

Number of issues per year
10

Circulation 3.000; 75% of sold issues are subscriptions.

Number of employees
In total we have just over 30 employees but out of those about three work for *PC World*.

Top goal for 2004 Increase advertising and subscriptions by 25%.

Q Can you provide us with a brief description of the local IT publishing market? What is the competitive situation for *PC World Iceland*? Do you have any direct, locally produced competitors?

A There is no local competition, *Tolvuheimur PC World Iceland* is the only IT magazine published in Iceland in Icelandic that is aimed at the general public. Some specialized periodicals, published by various organizations of IT professionals, such as computer scientists and electrical engineers, are aimed at a much narrower target audience and are not readily available unless you are a member of that particular group of professionals. Most Icelanders read English well so that our main competition is from computer magazines published all over the world. We try to meet this international competition with good domestic IT news coverage.

Q Who is your target reader? What is your circulation, and how is *PC World* distributed?

A Most of our readers are probably highly computer savvy, given the fact that Iceland has the highest Internet penetration in the world. International Telecommunication Union [ITU] figures show that the number of fixed and mobile lines in the country also places it in the top 10 worldwide. Because of how small the market is and because of competition from abroad, we try to target both the professional and the home user with a blend of useful material from *PC World* and the IDG News Service [IDGNS], and news from the Icelandic IT market. Our most recent reader survey indicates that about 19% of the population had seen at least one issue of *PC World* in the previous six months. About 75% of the sales are paid subscriptions.

Q What is the penetration of PCs in the home market in Iceland, and what percentage of these folks are Internet users?

A At least 70% of the total population uses the Internet, which puts Iceland at the top of the world, according to ITU figures. The same source tells us that at the end of 2001 the penetration of PCs was about 42%. It's probably safe to assume that these figures have increased since then. (Here I define penetration as number of PCs in the total population. Since in many cases there will be more than one user, the percentage of users must be higher.) I have not been able to get percentage of homes with PCs, which would be interesting.

Q What does the editorial cover? And do you use any editorial from sister *PC World* pubs in the U.S. or Europe? Do you do a lot of product reviews?

A Since we are the only Icelandic magazine focused on PCs our coverage is quite wide. Approximately 55% of our material comes from *PC World* U.S., we pick up some news from IDGNS, and we run a column on Macs as well. Our games coverage, which we began in 1998, is handled by a local freelance writer and is very popular among our younger readers. We have done occasional product reviews, mainly introducing new gadgets that are being imported such as MP3 players or the odd software review. It is clear that it is always popular when we have Icelandic material, interviews, stories of local companies, etc.

Q Are there any particular challenges in publishing *PC World* in Iceland?

A Yes, it is tough. The market is small, the total population is only 280,000 people and *not* isolated, i.e. we have easy access to practically all foreign publications, but at the same time nobody else reads our language. We have also been hit by the IT slump. However, interest in technology is greater than in most places and consumption per capita is high. It is safe to say that with our one publication advertisers can reach a bigger part of the market than in most places.

It is important that we appeal to both professional and home users, but this adds another level of challenge: providing enough content that is of interest to each group.

Q Does *PC World* have an online presence? If so, how do the print and online resources complement one another?

A *Tolvuheimur PC World Iceland* shares an Internet presence with other Heimur hf. [heimur means "world"] publications at www.heimur.is. We do regular IT news, both international and domestic, on the Net. We had over 10,000 unique visitors per month during 2003.

Q Do you produce any IT-related events for the local market?

A No, but we have partnered in some events in the past, both exhibitions and conferences. For this we have had help from IDG and IDC.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

Coming up

DEMO
Feb. 15-17
Westin Kierland Resort
Scottsdale, Ariz.
www.demo.com/demo/

Premier 100 IT Leaders Conference
March 7-9
JW Marriott Desert Springs Resort
Palm Desert, Calif.
www.computerworld.com/events/p100

Bio-IT World Conference & Expo
Health-IT World Conference & Expo
March 30 – April 1
Hynes Convention Center
Boston
www.bioitworldexpo.com/boston03/V40/index.cvn

Directions 2004
March 31
San Jose Convention Center
San Jose, Calif.
www.idc.com/events

Storage Networking World
April 5-8
JW Marriott Desert Resort
Phoenix
www.computerworld.com/events#snw

Directions 2004
April 7
John B. Hynes Convention Center
Boston
www.idc.com/events

IDC Outsourcing Forum
April 19-20
Westin Essex House
New York
www.idc.com/events

Legal and Regulatory Compliance in Information Management Forum
(Sponsored by IDC and Kahn Consulting)
May 19
Fairmont Hotel
San Jose, Calif.
www.idc.com/compliancewest04

Rich Vancil, Marc Pramuk earn IDC Peacock awards

IDC rang in the New Year last month by announcing the recipients of the James Peacock Memorial Awards for outstanding research. **Rich Vancil**, VP/Technology Marketing Research, and **Marc Pramuk**, program manager/HR Management and Staffing Services Research, were this year's honorees.

LESLIE BACHAND

IDC President & CEO ***Kirk Campbell, Rich Vancil*** *and IDG Chairman* ***Pat McGovern.***

IDG Chairman **Pat McGovern** established the Peacock Awards in 1985 to honor the accomplishments of Jim Peacock, an IDC vice president for 15 years until his death in 1981. The award recognizes the employees at a U.S. office who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients. IDC's vice presidents and senior vice presidents nominate employees for the award and IDC President & CEO **Kirk Campbell** makes the final selection.

Vancil, who joined IDC last January, was recognized for creating the multi-client study, "The CMO Agenda: Measurement and Return on IT Marketing." More than 100 IT vendor companies provided data, the level of detail and breadth of which had not previously been collected by any research firm. To add to the complexity, according to his nomination, there was no standard taxonomy to classify marketing spending, so Vancil had to prepare a tool for this before the research could even begin. Moreover, as the only full-time employee on the project, Vancil had no research team in place. He built an advisory council consisting of analysts from IDC's other major research groups and a virtual team of executive interviewers, a project manager and a data manager. "His skill at recruiting, managing and motivating a team of disparate people was tested and proven to be very strong, enabling the overall team to deliver a high-quality product on time," his nomination read.

LESLIE BACHAND

IDG Chairman ***Pat McGovern*** *presents the award to* ***Marc Pramuk.***

Pramuk joined IDC in July 2000 and has consolidated IDC's leadership position in the human resource and staffing services marketplace, focusing on the role of IT in improving business performance. He has taken the lead in exploring new topics within his niche, including human performance management and measurement. According to his nomination, "Mark not only produces great research, he also communicates very effectively to the marketplace about it." Last year *HR Outsourcing* magazine gave him an award for being the most quoted and highly influential analyst in the HR outsourcing field. He has also represented IDC at numerous industry events and client workshops. Pramuk's program finished FY03 40% above plan.

For award details contact Human Resources Representative ***Carolyn Burton*** *at cburton@idc.com.*

GamePro Netherlands

continued from page 1

help we got from the *GamePro* teams in the U.S. and Germany, we were able to present *GamePro* in the Netherlands as both a new player but one with powerful relatives!" Den Haan said.

Editorial Director **Eric Verweij** noted that *GamePro* addresses an audience not targeted by existing publications in the local market. "We felt other games magazines in the Netherlands do not address the fast-growing mainstream gamer community. *GamePro* specifically targets this group of readers who play on multiple platforms including XBox, mobile phone and PC, GameCube and Game Boy Advance and want a single magazine to read. We've found most people don't want the in-depth information a platform-specific magazine provides — it's just too hardcore for them."

The editorial team also creates a bimonthly DVD containing video reviews, trailers and reports on important gaming events worldwide. For example, the first edition of the GamePro DVD featured extensive coverage of the World Cyber Games 2003 held in Seoul, South Korea, last October. The DVD is available to subscribers through an upgraded subscription and may also be ordered separately.

For more information contact Theo Paijmans (theo@pczone.nl), Jeroen den Haan (jeroen@gamez.nl) or Eric Verweij (eric.verweij@computertotaal.nl).

IDG

February 2, 2004

Human Resources and Education Coordinator (IDC)

IDC is searching for a highly organized individual to coordinate various recruiting, education and HR programs. Individual must have the ability to manage multiple priorities and superior attention to detail. Responsibilities include: coordination of all internal education programs; management of education calendars; tracking of course registration; database maintenance; as well as IDC orientation and assimilation programs. Regarding recruitment, the individual will be responsible for coordination of all job posting activity for IDC U.S., relationships with on-line job boards, colleges and universities and agencies, troubleshooting regarding recruitment technology and education with staff about changes in process, management of IDC's referral program, production of quarterly recruiting reports and metrics, assistance with updates to IDC recruitment tools and collateral. Additional responsibilities include: management of reward and recognition programs, Event & Charity committee leadership and maintenance of benefit mailbox. To qualify individual must have a Bachelor's degree in related area and 2-4 years of related experience where you have coordinated and led processes and procedures and worked independently to generate ideas and collaboratively to implement them. We are seeking candidates with proven organizational skills and attention to detail, superior writing and customer service skills and the ability to efficiently use technical/PC products. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Research Analyst, System Infrastructure Software (IDC)

The System Infrastructure Software (SIS) Team of IDC's Software Research Group is seeking a Research Analyst to support the data collection, modeling and research efforts of the entire SIS Group. Infrastructure software is the software that forms the underlying foundation for computer systems. It includes the operating systems themselves (Windows, Unix, Linux, etc.) plus all the tools to manage and secure the systems and the data. Companies represented include: Microsoft, H-P, IBM, Sun, Novell, EMC, Computer Associates, Network Associates, Symantec, Veritas, Check Point. The successful candidate will possess previous client interaction and service experience, as well as strong spreadsheet skills. Writing skills and some knowledge of finance including how to read an earnings release is very helpful. We are seeking individuals who enjoy working collaboratively and are curious about technology markets and have a mindset to adopt and assimilate information quickly and intelligently. Some knowledge of software, though not required, would be a plus. A Bachelor's degree is necessary and finance, accounting and other business courses would be helpful. Please see idc.com for a full description.
Location; Framingham – MA
Contact: Email: idc_jobs@idc.com

Senior Research Analyst, Healthcare (IDC)

IDC's Vertical Research Group provides vertical strategy via market research studies and continuous assessment of how industry events develop into an IT opportunity. The result is accurate, forward looking insight into the industries. The Vertical Research Group seeks a senior research analyst for its IT Opportunity: Healthcare Program. The senior analyst is responsible for research initiatives focused on healthcare providers' pain points and IT investment priorities. Responsibilities include market forecasts, demand-side studies, competitive assessment of market leaders, market share analysis by industry and analysis of current industry events on IT spending. The senior analyst will also participate in consulting projects, industry events and speaking engagements which promote the growth and development of the research program. Client interaction is an integral part of the senior analyst role. Clients include IT vendors, market strategists and go to market personnel. The ideal candidate has 5-7 years practical work experience in the healthcare sector with strong analytical and business development skills. Exceptional writing, quantitative and spreadsheet database skills a must. Bachelors degree, MBA a plus. Travel required.
Location: Framingham – MA
Contact: Email: idc_jobs@idg.com

Senior Research Analyst, Government (IDC)

IDC's Vertical Research Group provides vertical strategy via market research studies and continuous assessment of how industry events develop into an IT opportunity. The result is accurate, forward looking insight into the industries. The Vertical Research Group seeks a senior research analyst for its IT Opportunity: Government Program. The senior analyst is responsible for research initiatives focused on US Government and US educational institutions' pain points and IT investment priorities. Responsibilities include market forecasts, demand-side studies, competitive assessment of market leaders, market share analysis by industry and analysis of current industry events on IT spending. The senior analyst will also participate in consulting projects, industry events and speaking engagements which promote the growth and development of the research program. Client interaction is an integral part of the senior analyst role. Clients include IT vendors, market strategists and go to market personnel. The ideal candidate has 5-7 years practical work experience in government and education sector with strong analytical and business development skills. Exceptional writing, quantitative and spreadsheet database skills a must. Bachelor's degree required and MBA a plus. Travel required. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

(cont.)

Research Analyst, Consumer Devices Markets (IDC)

The Consumer Markets Program within the Hardware Research Group at IDC is seeking a Research Analyst to partner with analysts in covering one of the most exciting and diverse areas within technology. The analyst will provide research support in the areas covered by the Consumer Markets team including video technologies, home networking and gaming. This position will be based in Framingham, MA or Mountain View, CA.
Please see idc.com for a full description.

Contact: Email: idc_jobs@idc.com

Senior Research Analyst, Workstations, Hardware Group (IDC)

IDC's Hardware Research Group is seeking a Senior Research Analyst to join the Workstations and High Performance Computing (WHPS) Program. The WHPS service is the leading global provider of strategic business planning information on workstations and high-performance systems environments for the public and private sectors. By examining advanced technologies, applications, and adoption dynamics, this service provides insight into the behavior of existing and emerging markets. The analyst's primary areas of focus will include helping the team deliver its quantitative projects including quarterly sales and shipment reports, yearly census reports for both workstations and technical servers, forecast reports and statistical reports from survey studies. This position will be based in Framingham, MA or Mountain View, CA. Please see idc.com for a full description.

Contact: Email: idc_jobs@idc.com

Senior Research Analyst, Life Sciences (IDC)

Life Science Insights, an IDC company, is actively building the premier market and technology research, forecasting, intelligence and consultancy practice in the life science space. We are currently seeking Senior Research Analysts to help develop and drive IDC's life sciences practice to include developing and conducting business and technology market research, trending and forecasting analysis, and strategic consulting assignments focused on companies in the life sciences and their end markets. Please see idc.com for a full description.

Location: Framingham – MA

Contact: Email: idc_jobs@idc.com

Senior Research Analyst, CRM & Customer Care BPO (IDC)

The Worldwide Services Research Group is seeking a Senior Research Analyst to provide market research and analysis on the CRM and Customer Care services markets, and provide overall support to BPO research in general. This individual will be responsible for following business and IT services companies that compete in the dynamic global CRM services market. Responsibilities for this role will include conducting, producing and presenting research, building relationships with clients, prospects, and vendors, engaging in client-centric business consulting and contributing to future development and growth of the program through activities in the areas of sales and research planning. External clients include IT Services and Business Process Outsourcing Services providers. The successful candidate will be able to manage and deliver on specific research projects, while being part of a larger team of solutions and business services analysts. Please see idc.com for a full description.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Director, Consulting Sales, Life Science Insight (IDC)

The Director, Consultancy Sales is chartered with achieving bookings and revenue targets for Life Sciences Insights. Targeted revenue is in drug discovery, drug development, clinical trials, Bio-IT and Chem-IT. The individual will identify prospects, develop relationships, determine requirements, formulate presentations and close business. The individual will manage project costs, deliverables and ensure client satisfaction. The Director, Consultancy Sales will work mostly as an individual contributor, collaborate with Life Sciences leadership, IDC consultants and research analysts. The ideal candidate will have a 8+ years life sciences sales experience and must understand the selling of advisory and research services. Candidates must be entrepreneurial, decisive, results oriented and self-reliant. Excellent written (proposals), presentation and analytical skills a must. Degree in biological science. Travel 25-33%. **Location: Framingham, MA**

Contact: Email: idc_jobs@idc.com

Business Development Manager (WEC)

IDG World Expo has an exciting opportunity for a talented business development professional. Working with the Vice President of Business Development, this position will be responsible for research, development, planning and implementation of new event initiatives at IDG World Expo within fast-growing IT markets. Responsibilities will include market research, financial forecasting, identification of content partners, strategic partner negotiations and the evaluation of new business opportunities and revenue streams. Ideal candidates will possess an undergraduate degree in business and a minimum of 3 years experience in one or more areas of conference planning, community development, tradeshow planning and/or business analysis. Candidates must have superior written and verbal communication skills, strong organizational and computer skills, creative thinking ability, and the ability to work with all levels of staff, advisors and outside consultants. Overall knowledge of IT industry preferred.

Location: Framingham – MA

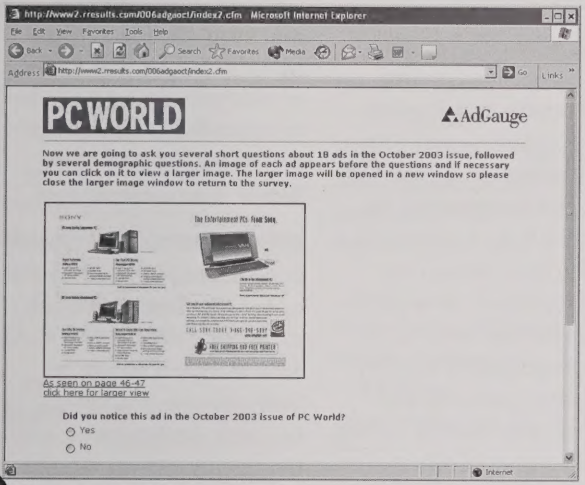
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

AdGauge

continued from page 1

than 10 times the total number of responses, which gives us greater confidence in the study findings. With a much larger sample, the statistical margin of error is quite low — typically less than 5% (at the 95% confidence level). Second, we can monitor the study results in real-time during fielding — an important time-management benefit. And finally, it's a more cost-effective means of collecting subscriber feedback. This affords us the opportunity to test more ads, offer more custom questions to select vendors and create customized client reports with additional, relevant data."



http://www2.rresults.com/006adgaoct/index2.cfm - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://www2.rresults.com/006adgaoct/index2.cfm
Go Links
PC WORLD
AdGauge
SONY
The Entertainment PCs. From Sony.
Internet

Now we are going to ask you several short questions about 18 ads in the October 2003 issue, followed by several demographic questions. An image of each ad appears before the questions and if necessary you can click on it to view a larger image. The larger image will be opened in a new window so please close the larger image window to return to the survey.

As seen on page 46-47
click here for larger view

Did you notice this ad in the October 2003 issue of PC World?

○ Yes
○ No

PC World's October AdGauge study asked respondents to indicate whether they recalled having noticed the ad pictured above. To lift response, all respondents to the online survey were entered into a random drawing for a $1,000 prize.

Once Dinneen's group determined that they had the technical capability to create and manage the interactive online survey, the next step was designing the questions that would yield the most useful information for clients, explained Dinneen. IDG Research hired a designer to create the logo, report covers and award certificates, inserted copies of the advertisements to be studied and spent several weeks testing and retesting the live questionnaire before rolling the first study out in April 2003.

PC World Marketing Research Manager ***Lisa Huck*** *was instrumental in helping to develop the AdGauge study. Noted PC World President & CEO* ***Jeff Edman****, "PC World remains committed to helping its advertising customers be as successful as possible through the creative use of research. AdGauge is a perfect example of that."*

To date, PC World has conducted two AdGauge studies. "My clients see the AdGauge study as a genuine added value to working with PC World," said **Susan Green**, Western advertising director. "They are particularly intrigued by the verbatim comments and eager to learn what readers are saying about their campaigns. In many cases, the results validate their advertising efforts, and because they get to see how their ads measured up against ads from competitors, it inspires them to get more competitive with their ad creative."

After each study, PC World presented award certificates to 12 winners in various categories. "Winners were surprised and very proud and pleased when I called to let them know how well their ads had done," Green said. "And presenting the awards to them gave me an opportunity for more face time with clients including some very top-level people who were on hand to accept the awards."

AdGauge is available for use by any interested IDG publication. To learn more, contact Kathy Dinneen at kathy_dinneen@idg.com. WU

Name that study

Stamm

A contest held among staff at IDG Research Services and *PC World* to name the new study yielded more than 30 entries.

Winner **Allison Stamm**, director of competitive analysis at IDG Research, received a gift certificate to Amazon.com from each company.

How it works

The AdGauge study is conducted online via e-mail that is broadcast to a publication's subscriber base. Each subscriber is sent an invitation to participate in the survey with a URL they can click on to access the questionnaire. Respondents are shown high-quality images of each ad under study and asked to answer five questions about each ad as well as an additional 10 demographic questions. In order to prevent respondent fatigue and improve the accuracy of the survey, each respondent is asked to comment on no more than 20 advertisements.

Before beginning the survey, respondents are asked several questions designed to ensure they are qualified to comment (for example: How much of the issue containing the ad under question did you read?) Respondents are then asked to answer the following:

- Did you notice this ad? (recall)
- Did this ad capture your interest? (interest)
- How much of this ad do you recall reading? (readership)
- Did you comprehend the primary goal of this ad? (comprehension)
- What specifically does this ad communicate to you about this advertiser and their product(s) and/or service(s)?

The survey remains online for several weeks. Once the study is disabled, the data is collected by an independent research vendor that analyzes it and generates the reports. Within three weeks, each advertiser receives a bound copy of the AdGauge report containing the summary scores for their ad, all verbatim responses for their ad, a listing of the scores for all the ads studied, and average scores for the issue overall as well as for each product category and ad type.

noteworthy people

IDG WORLD UPDATE

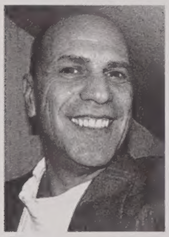
Gasbarro

IDG WORLD UPDATE

Tanakatsubo

IDG WORLD UPDATE

Silva



Lupo

IDG WORLD UPDATE

Hinds

Promotions

Previously licensing administration and support manager with IDG International Publishing Services in Boston, **Jean Gasbarro** has been promoted to licensing manager. "Jean has been working very successfully with IDG's license partners for some years," said IPS President & CEO **David Hill**. "Now she is spreading her wings and will literally begin flying as she meets with them and begins developing new license partnerships." *jean_gasbarro@idg.com*

PC World Marketing Communications Specialist **Heidi Tanakatsubo**'s has been promoted to senior marketing communications specialist. "Since joining PC World in September 2002, Heidi's done a terrific job working on both marketing and public relations-related projects," said **Sandy Wong**, senior director, marketing. "Heidi's a true marketing professional who juggles a myriad of different responsibilities while working with numerous departments, vendors and clients. She's also great (and fun) to work with." *heidi_tanaka@pcworld.com*

New employees

James Golden joins IDC's new Life Science Insights as vice president of research. Most recently manager of business development at Branford Conn.-based 454 Life Sciences, James earned a B.S. in mathematics from Rhodes College in Memphis, Tenn.; an M.S. in computer science at the University of Tennessee/Knoxville; and a Ph.D. in mechanical engineering at Vanderbilt University in Nashville, Tenn. Outside the office, he enjoys stamp collecting, jazz and keeping up with the U.S. space program. *jgolden@idc.com*

Keith Bagley is a new project manager in IDC's Go-to-Market Services group. Previously a product marketing analyst at Ipswitch Inc. in Lexington, Mass., Keith earned a double major in marketing and communications from Babson College in Wellesley, Mass. Outside the office, he enjoys alpine skiing, hiking, mountain biking and waterskiing. He recently became a new father and is the founder and producer of a community Web site for Correct Craft ski boat enthusiasts (www.correctcraftfan.com). *kbagley@idc.com.*

IDC Framingham has hired **Kathleen Wilhide** as research director for Financial Compliance Applications and Business Performance Management. She was previously a principal with Finance and Technology Consulting, a business she founded. She graduated from the University of Delaware with a B.S. in accounting, is a certified public accountant, and enjoys horseback riding and golf. *kwilhide@idc.com*

After working in the mail center at the 501 Second St. office in San Francisco on a temporary basis, **Robert Silva** joins the IDG Central Services team as an office services coordinator. He earned a B.A. in film studies from the University of California/Santa Barbara and studied Spanish in Madrid, Spain, for a year. In his spare time he enjoys studying cinematography. *robert_silva@pcworld.com*

John Lupo has signed on as sales manager in IDG World Expo's enterprise group supporting the ComNet and Portable Power event brands. Most recently, John was director of sponsorship sales at Advanstar, Inc. He earned a B.A. in communications from Jersey City State College in Jersey City, N.J. In his free time he enjoys photography, playing the guitar, camping and boating and recently earned a seamanship certificate from the United States Power Squadron. *john_lupo@idg.com*

Susanna Hinds joins IDG's International Publishing Services group as manager of corporate communications. Recently she was at MIT as a consultant in the PR Services, Conference Services, Events and Information Center. Susanna also spent seven years at Sterling Hager High Technology Public Relations as vice president of account services. She holds a B.A. in sociology from Smith College in Northampton, Mass., and an M.A. in business communication from Emerson College in Boston. She has taught seminars and courses in communication at both MIT and the University of Massachusetts at Amherst. Susanna is an active fundraiser, traveller and boater. *susanna_hinds@idg.com*

Previously Director of Business Development and Client Service at Interdimensions Corp., **Steve Rovniak** joins CXO Media as program manager for the CIO Executive Council. He has a B.A. in economics from Kenyon College in Gambier, Ohio, and is a Microsoft Certified Professional & Trainer. The father of two girls, he enjoys independent films, gardening and spending time at the beach. *srovniak@cxo.com*

Bill Golden has also signed on as a program manager of the CIO Executive Council, coming from SmartBargains where he was manager, marketing/business development and developed and managed online marketing partnerships. He holds a B.A. in English from the University of New Hampshire and enjoys music, travel and the outdoors. *bgolden@cio.com*

Transfers

At CXO Media, **Andrew Haney** is an inside sales representative who recently worked on inside sales as an account executive for IT Careers. A graduate of Westfield (Mass.) State College, Andrew holds a B.S. in business management, has a second major in economics and a minor in recreation and tourism. He enjoys travel, soccer and spending time with family and friends. *ahaney@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Ney Kruel *IDG Global Solutions Latin America*

Kruel

23

Karen Weston *IDC*

21

Carl Marchi *Computerworld*
Andreas Förth *IDG Germany*

16

Eric Ochs *IDG France*
Gregg Pinsky *Computerworld*
Ana Judith García *IDG Venezuela*
Laura Sears Brady *IDG*

15

Graham Penn *IDC Australia*

14

Amanda Patrick *IDG Australia*
Györgyi Birkus *IDG Hungary*
Marcel Warmerdam *IDC Benelux*

12

Aniela Zielinska *IDG Poland*

11

Snezana Dejanovic *IDG Germany*
Kriemhilde Klippstätter *IDG Germany*
Colin Crawford *IDG*

10

Jason Snell *Mac Publishing*
Daniela Radzio *IDG Germany*
Maria Freiria *IDC Benelux*
Wim Gijse *IDG Netherlands*
Doug Gold *IDG World Expo*

Snell

9

Barbara Simon *IDG Australia*
Lawrence Llamzon *IDC Singapore*
Peter Cernik *IDG Venezuela*
Julie Boudreau *IDG*
Julie Lynch *IDG*
Natalie Eisner *IDC*

8

Kyoko Ikeda *IDG Japan*
Jolanta Kucharska *IDG Poland*
Józef Muszynski *IDG Poland*
Claudia Cavalleri *IDG Italy*
Silvia Santi *IDG Italy*
Christina Josefsson *IDG Sweden*
Kazuki Seki *IDC Japan*
Kathy LaPorte *IDC*
Oscar Peinado *IDG Spain*

7

Dan McLean *IDC Canada*
Rafal Dudkin *IDG Germany*
Sandra Rogers *IDC*

Rogers

6

Mikael Arnbjerg *IDC Nordic*
Sung Chik *IDG U.K.*
Sean Ashcroft *Macworld U.K.*
Kathy Powers *CXO Media*
Beth Ramistella *CXO Media*
Cornelia Hefer *IDG Germany*
Christian Möller *IDG Germany*
Baiju Nakarja *IDC U.K.*
Thomas Højrup Petersen *IDG Denmark*

5

Samantha French *Macworld U.K.*
Roman Maceska *IDC CEMA*
Steffen Berchtold *IDG Germany*
Jonathan Holmes *IDC U.K.*
Laurens Verhagen *IDG Netherlands*
Sasse Roope *IDG Denmark*
Henrik Bendix Pedersen *IDG Denmark*

4

Asami Ishii *IDG Japan*
Lee Huei-Min *IDC Malaysia*
Bob Reagan *CXO Media*
Mary Wooldridge *CXO Media*
SaraJane Robinson-Retondo *Computerworld*
Jan Siroky *IDC CEMA*
Arthur Payne *IDG Sweden*
Lisa Ljung Strömberg *IDG Sweden*
Katarina Sundwall *IDG Sweden*
Christian Schack *IDG Denmark*
Bruno Rossi Julio *IDC Brazil*
Brad Nickerson *IDG*
Shelley Ballarino *IDG World Expo*
Suzanne Carroll *IDG World Expo*
Deborah Diodati *IDG World Expo*
Jean Woodcome *IDC*
Torr Lewis *IDC*
Mary Davis *IDC*
Donald Jin *IDC*
Shaw Lively *IDC*
Jennifer Gallo *IDC*
Monique Gibelli *IDC*

3

Paul Edwards *IDC Canada*
Hiroki Inatomi *IDG Japan*
Toshiko Imabayashi *IDG Japan*
Makie Okashiro *IDG Japan*
Lily Jiang *IDC China*
Clive Page *Macworld U.K.*
Rozi Poor *IDG Hungary*
József Szigetvári *IDG Hungary*
Bärbel Zöger *IDG Germany*
Marie-Henriette von Wangenheim *IDG Germany*
Mathew Dunn *IDC U.K.*
Ann Toh *Computerworld Singapore*
Jan Hei Bakkers *IDC Benelux*
Alejandra van de Roer *IDC Benelux*
Gabriel Kärrby *IDG Sweden*
Håkan Nilsson *IDG Sweden*
Margreet Kwaks *IDG Netherlands*
Daniel John Lewandowski *IDG Denmark*
Ann Marie Demers *IDC*
Javier Presa *IDG Spain*
Teresa Zabala *IDG Spain*

2

Koichi Inoue *IDG Japan*
Sigrun Rüb *IDG Germany*
Jelita Yen *Computerworld Singapore*
Judith Keefman *IDG Netherlands*
Gavin Verbeek *IDG Netherlands*
Isao Kimura *IDC Japan*
Line Ørskov *IDG Denmark*
John Dodge *Bio-IT World*

Dodge

1

Jordana Ungar *IDG Australia*
Christine Yovorsky *IDC Canada*
Daniel McHugh *IDC Hong Kong*
Landry Fevre *IDC Australia*
Stephen Cooter *Techworld U.K.*
John Dunn *Techworld U.K.*
Masahide Ishii *IDC Japan*

Hawaii vacation condo and more in World Update Online

The Marketplace section of www.idgworldupdate.com has post-it-yourself classfied ads for vacation rentals, items for sale, house exchanges and pen pals for kids. Here's an excerpt:

Kauai condo

Sea Lodge Condos are located in beautiful Princeville on the Garden Isle of Kauai. One bedroom, one bath end unit situated high on a tropical garden bluff. Private Jacuzzi with water view. Full kitchen, cable TV, washer/dryer onsite, swimming pool and BBQ area. Sleeps four. Rates from $125.00 - $160.00 per night. Look for our specials. Visit our web site at www.KauaiSeaLodgeCondos.com to view photos and more information or e-mail us at kauai.condos@verizon.net

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG*

celebrating 10!

Name
Yoshitomo Fukuda

Home
Tokyo

Joined IDG Japan
1989 as Editor for *Computerworld*.

Career path since joining IDG
Editor for *Computerworld*; senior editor for *Computerworld*; editor-in-chief for *OpenWorld* magazine; editor-in-chief for *JavaWorld* magazine; and now publisher for *JavaWorld* magazine, *CIO* magazine, *LinuxWorld* magazine and *Computerworld* magazine.

Most challenging part of your job
Launching new magazines or businesses and driving competitive magazines away.

Latest accomplishment at work
Newly relaunched *Computerworld* as a monthly magazine.

Of what accomplishment at work are you most proud
Being involved in different fields of IT and having launched various IT magazines.

Best piece of advice you've ever received
My grandmother always told me, "Be honest."

Family
My wife, Tomoko Fukuda (who used to be my colleague), and I have a daughter, Rinko Fukuda, who is 13 years old.

Yoshitomo Fukuda *was the guest of IDG Chairman* ***Pat McGovern*** *at a luncheon at the Four Seasons Hotel in Tokyo honoring his 10-plus years of service to the company.*

What ability do you wish you had
I wish I could work for a week without sleeping at all.

Fantasy job
Running a pub that features live band performances.

As a child, what did you want to be when you grew up
A comedian!

What disc is in your CD player right now
The soundtrack for *Hedwig and the Angry Inch*.

Favorite movie of all time
Planes, Trains and Automobiles.

What book is on your nightstand
A Japanese historical novel.

Favorite vacation spot
Bali

Manager's profile
"Mr. Yoshimoto Fukuda is a veteran publisher, responsible for four monthly magazines. He has a great sense of humor and is well respected by the entire staff. He has a great business instinct and is always bringing something new to our readers."
— Setsuro Tamai, president, IDG Japan

Photo finish

A great way to start the day!

Responsible for the surprise breakfast were (l-r): Traffic Manager ***Jeanette Olsen****, Sales Manager* ***Rune Antonsen****, Advertising Sales Representative* ***Sarah Cervin*** *and Traffic Coordinator Web & Paper* ***Marie Andersson****.*

The entrepreneurial spirit of IDG is alive and well at IDG Norway where four employees took it upon themselves recently to surprise their 80 colleagues with a delicious breakfast. Unsuspecting staff were most appreciative when they arrived for work and spied the feast awaiting them. "A very nice surprise on a very wintery Friday morning," noted IDG Norway Managing Director **Morten Hansen.**

Get your *IDG World Update* via PDF

IDG employees can request *IDG World Update* in a low-resolution PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through offices in 50 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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IDG World Update

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Preben Engell and his wife Birthe, whom he credits with having been a vital support and catalyst for his career, at a recent company function.

As retirement nears, IDG Denmark's Engell reflects

When he joined IDG Denmark more than 21 years ago, Managing Director **Preben Engell** took over a tiny, six-person operation with a twice-monthly *Computerworld* publication. Today, the now weekly *Computerworld Danmark* remains the flagship of a fleet that has grown to include two more publications, a dozen single-copy spin-offs, 10 Web sites including the market-leading Computerworld.dk, numerous conferences, a telephone call center for readers and various customer support operations including market research and marketing support.

Hired by then-IDG President **Walter Boyd** at a meeting in Paris, the business portion of which, he recalled, lasted all of eight minutes, Engell took over the 1-year-old company just as the first PCs were beginning to roll off the assembly line. Now, almost 8,000 days later, as he contemplates his upcoming retirement slated for March 1, Engell shared some thoughts on his career with IDG.

continued on page 5

Søren Queitsch will take over at IDG Denmark on March 1.

Søren Queitsch named to succeed Engell in Denmark

IDG Denmark has been a major player in the Danish IT market for more than 21 years under the leadership of Managing Director **Preben Engell**, who will be retiring as of March 1. On that day a new era begins under the direction of **Søren Queitsch**, who most recently served as commercial director/COO for IDG competitor Ingeniøren A/S, one of Denmark's fastest-growing media companies.

"It is always difficult to replace a great manager like Preben who has guided IDG Denmark for so many years, but in Søren Queitsch I believe we have found the next generation of leadership for Denmark," said IDG International Publishing Services President & CEO **David Hill**. "Søren is a young, experienced, energetic publisher who understands the profound changes that are taking place in the publishing industry. Søren is a guy who can take IDG Denmark in interesting new directions."

Queitsch, 37, has a bachelor's degree in business

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IGS capitalizes on CeBIT by creating integrated packages

IDG Global Solutions' (IGS) annual effort to boost incremental revenue by using CeBIT as a vehicle to create integrated advertising packages is off to a bigger and more comprehensive start than ever before.

Set for March 18-24 in Hannover, Germany, CeBIT ranks as the world's largest event for the information and communication technology sector. "With more than 600,000 visitors expected at CeBIT 2004 and the number of professional visitors increasing by approximately 15% each year, IGS U.K. saw the 2004 show as an opportunity not to be overlooked," said IGS CeBIT Project Manager **Lisa Parker**.

IGS established a dedicated CeBIT team last August to ensure that agencies and clients are kept up to date with all information regarding the event. The team worked with European IDG business units to offer a comprehensive media campaign built around the coverage of the show.

Cooperation from close to 20 local IDG affiliates

continued on page 2

JO WILLIAMSON

IGS' CeBIT team consists of (l-r): Marketing and Research Assistant **Elka Thakor**, Project Manager **Lisa Parker**, Interactive Sales Manager **Hanne Tuomisto** and International Sales Manager **Helen Palmer**.

in brief newsworthy

IDG signs deals with Reed that extends both companies' operations in China

MATT HAKOLA

*Pictured at last week's signing in Boston are (standing, l-r): IDG Asia/China President & CEO **Hugo Shong**; Tad Smith, president, Media Division, Reed Business Information; Reed Business Information CEO Jim Casella. Seated: IDG Chairman **Pat McGovern** (l) and Gerard van de Aast, CEO, Reed Business Information.*

IDG last week signed a deal with Reed Business Information that will extend both companies' operations in China. Under the terms of the agreement, IDG will license Reed's current titles in China – *EDN China, Electronics Manufacturing China* and *Control Engineering China* – and produce the publications. The agreement also calls for a number of new launches in the country, the first two of which will be Reed's *Variety* and *Packaging Digest* titles. The new magazines will be a joint venture between IDG and Reed.

According to Jim Casella, CEO of Reed Business Information, "We've been actively looking for a partner with deep experience in China to accelerate future revenue growth in that critical, booming market and IDG fits the bill perfectly." Casella, who spent nine years at IDG, first as president and CEO of InfoWorld and later as IDG COO, added, "I knew IDG was the ideal partner for this effort and that their talent, relationships and experience would ensure our success."

The alliance will be run by **Hugo Shong**, president & CEO, IDG Asia/China in collaboration with Reed management.

IDG Sweden celebrates new office space with housewarming party for 600

New address

Karlbergsvägen 77
106 78 Stockholm
Sweden

Main tel:
+46-8-453-60-00

Main fax:
+46-8-453-60-05

After 10 years at its previous location, IDG Sweden moved into a new space in Stockholm last month and welcomed more than 600 guests from the IT community for a gala housewarming party.

IDG Sweden became an IDG subsidiary in 1985, two years after Managing Director **Bengt Marnfeldt** signed a joint-venture agreement with IDG.

Backed by a staff of 200, the company is the market leader in Sweden. Its portfolio includes 17 publications, an events business and a Web site (www.idg.se) that's among the top 10 most-visited Web sites of any kind in Sweden.

More photos can be seen on IDG World Update Online.

*IDG Sweden's new office space on the first two floors of the building opens up on a central plaza area where more than 600 guests congregated for the housewarming party. Inset, Computer Sweden Editor-in-chief **Lars Dahmén** (r) with CEO Hitachi Sweden Curt Ingedahl.*

IGS

continued from page 1

was essential to jump-starting the project. "We have some excellent packages as a result of their help, and we want to thank everyone for their support," Parker said. "Local offices either created their own packages or agreed to give us the flexibility to offer anything up to 20% off to a client that may not have participated otherwise."

While past IGS CeBIT advertising packages have included titles within IDG Germany and the *Computerworld* product line, clients this year can also choose from packages that include the *CIO*, *PC World*, Channel World and *Digital World* product lines. Multi-country, regional offerings and German-language packages are also available, as well as online and print integrated packages.

The project was formally kicked off on Oct. 1, 2003, with a direct marketing piece, counting down to CeBIT, "the aim of which was to bring CeBIT front of mind, to highlight the fact that the world's largest IT event was just around the corner," said Marketing & Research Assistant **Elka Thakor**. A second piece followed in November detailing the various packages available on a European scale. The IGS sales team followed up by embarking on a tour of the agencies with a detailed presentation and a comprehensive handout covering all package offerings, CeBIT facts and an overview of current market conditions.

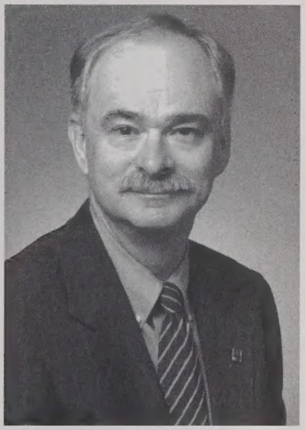
"The feedback from the clients and agencies having seen the IGS CeBIT presentation has been excellent." Parker said. "We certainly had our agencies and clients thinking about their CeBIT plans before Christmas and many have told us that we were ahead of the market, as no other companies had — as of mid-December — approached them with opportunities around CeBIT."

Contact Lisa Parker at idg_cebit@idg.com.

the interview

one on one

David Hill
The president & CEO of IDG International Publishing Services is this week's guest columnist. Reach him at david_hill@idg.com.



Q About a year and a half ago you assumed new responsibilities at IDG. Can you explain?

A I wear two hats these days (as do many folks at IDG!). I am still president of IDG International Publishing Services, which for years has included the IDG News Service, IDG Licensing Services and *IDG World Update*. To that has been added IDG Corporate Communications. It made sense to base this activity in the same office as *IDG World Update*. They handle many of the same functions, one for an external audience and one for an internal audience.

I added the function of corporate VP of International, and in this capacity I work with many of IDG's subsidiaries around the world. I have worked informally with all of IDG's country operations for 17 years on editorial matters through the IDG News Service and on business development issues when wearing my licensing hat. Now I work directly with country managers on annual budgets, new business development, staffing issues and any other matters where they may need help.

Q Does your new position represent a change in how IDG manages its portfolio of countries around the world?

A Not at all. IDG remains gloriously decentralized, and I would not change that for anything. Historically there was always one member of the old Executive Committee who was "buddy" to each country manager. I have taken a larger portfolio of such "buddies" so that other members of the Management Team have more time to do what they do best. This means CEO **Pat Kenealy** can spend more time on general IDG growth and development, CFO **Ted Bloom** can spend more time on financial matters, VP **Colin Crawford** can spend more time on U.S. development, etc. Any issues of major significance in a country are brought before the entire Management Team for discussion. I am simply the primary point of contact for many of the international managers.

Q What do you consider the most important task in your new international role?

A I believe there is nothing that I or any other manager in this company does that is any more important than hiring. An organization is only as good as its people. This is even more so in a decentralized business environment. We spend a lot of time finding exactly the right people to run IDG companies all over the world. We agree on a business plan, and then we get out of their way. If we have found the right person to lead the team, the company inevitably thrives, the company grows, employees get new opportunities, customers are happy and life is good!

We have hired three new country managers in the last year — **Jose Dario** in Brazil, **Bisser Boev** in Bulgaria and **Søren Queitsch** in Denmark. I predict you will see great things from the IDG business units in all three countries in the years ahead.

Q The new Management Team has been in place for a year now. How is it is working?

A Speaking strictly for myself, I think it is working well because it has adopted the same kind of decentralized style that operates throughout IDG. Pat Kenealy is very comfortable delegating. This means each member of the Management Team has areas of responsibility where he has broad freedom to act. If a team member needs advice, he brings the matter to the full Management Team, which meets monthly in person and weekly by phone. If he does not need advice, he simply does what needs to be done and keeps the rest of the team informed. This means a lot has gotten done in the last year with a minimum of time wasted waiting for decisions.

Q You travel the world a great deal. What's your best tip for winning friends in other cultures?

A Eat anything that is put in front of you. There is nothing more basic to any culture than its cuisine. If you reject someone's food, you are rejecting their equivalent of motherhood and apple pie.

Q What is your favorite spot in the whole world?

A Home.

Q Is there any global expansion left for IDG?

A Certainly. We may not add countries to the portfolio as quickly as we have in the past, because IDG is already in every major and dozens of minor markets. But countries will continue to reach critical mass, and the local users of technology will demand information about what products to buy and how to use them. Of course there will be growth in our existing markets as well. A market that has only been able to support perhaps *Computerworld* and *PC World* will suddenly need a *Network World* or a *CIO* or a *Digital World*. Even more exciting, new forms of information distribution made possible by the Internet will allow IDG information to be used in smaller markets where it was not previously economically possible. We are just scratching the surface of the possibilities around the world.

> *"I believe there is nothing that I or any other manager in this company does that is any more important than hiring. An organization is only as good as its people."*

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

CW's Zones give vendors forum to educate readers online

Customized area includes product specs, columns, webcasts and more

Computerworld's online Knowledge Centers are topic-based sites where readers can get all of the Framingham, Mass.-based weekly's information — news, product reviews, opinions and more — on one particular topic such as networking, security, or e-business.

"The Knowledge Centers are a huge success for our site and satisfy our readers' need for targeted content, and our vendor customers continue to love the targeted audience the Knowledge Centers deliver," Computerworld VP/CIO **Rick Broughton** said. "However, we are still constantly being asked to provide a space for those vendors to educate readers on their product or industry while being surrounded by *Computerworld* editorial content."

So Computerworld created Zones, an online space in which a leading vendor in a particular IT arena is given a chance to sponsor its own customized portion of the Computerworld site.

What the lucrative Zones allow Computerworld to do, according to Broughton, is "create a space that allows the vendors to inform the reader. That means products specs but also thought leadership columns, industry news, research, and webcasts." In addition, any one of those parts of the Zone can be put behind a registration form, satisfying another vendor hot button: leads.

In addition, any one of those parts of the Zone can be put behind a registration form, satisfying another vendor hot button: leads.

"This has really resonated with our advertising customers," Broughton said. "We've already run Zones for Network Associates and Siebel, and we're launching three more in the next couple weeks for Computer Associates, SAS and Intel. They're priced at a base of US$25,000 to $35,000 per month based on complexity of the program but require a quarterly commitment. Then there are added premiums that get sold along with the Zones such as our own Executive Briefings." (Executive Briefings [15 to 40 pages for $195.95] and Executive Bulletins [eight to 15 pages at $49.95] are made up of previously published *Computerworld* content on specific subjects such as storage or collaboration.)

CW's current policy is to have only one vendor Zone running per Knowledge Center topic. "It takes a vendor company that has the diversified content that really makes the Zone compelling," Broughton said.

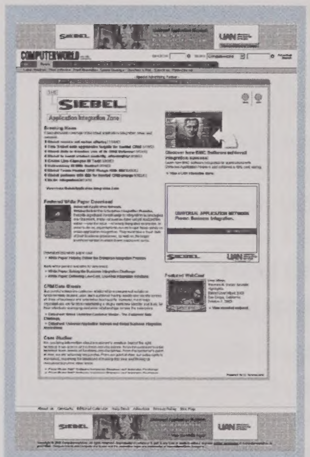
BILL RIGBY

*Some of the team in charge of development and support of Computerworld's Zones initiative include (l-r): **Cheryl Dudek**, editorial assistant; **Bill Rigby**, Web developer; **Rick Broughton**, VP/CIO; **Kathy Snow**, online sales associate; **Gregg Pinsky**, director of online sales; and **Tom Monahan**, Internet director (not pictured: **John Brillon**, art director).*

There is also *Computerworld* content in a vendor's Zone. The vendor is allowed to choose the keywords that determine which stories show up in the Zone, Broughton noted, thereby avoiding possible mention of competitors. A CW project manager is assigned to work with the vendor on this and throughout the program as necessary. "This is one of the keys to the whole Zone — the back-end technology we have built to choose the content, both *Computerworld* editorial as well as the content we get from the vendor. This allows us to provide a turnkey solution of a custom product for the vendor."

CW worked with Ceonex on some of Zones' background technology. "Their technology allows us to do very detailed reporting on the traffic to the Zones and the navigation paths of the readers and provides reports on that data as well as the registration data," Broughton said. "This is great information for the vendor on the click stream of their registered Zone readers that they don't get elsewhere."

For more information write to rick_broughton@computerworld.com.



CRM software vendor Siebel Systems was among the first to sign on for a Computerworld Zone. WIth a price tag of between $25,000 and $35,000 for a month with a mininum three-month commitment, Zones are proving a lucrative revenue stream for the company.

IDG

February 9, 2004

Editorial Assistant, (Temporary) (CXO)
Editorial assistant duties include fact checking and research for both CIO and CSO magazines; assisting and supporting editorial staff with mailings and other administrative work, including maintaining office supplies; and answering reader and PR inquiries. Candidate must be detail-oriented, flexible and a team player, with the ability to work independently and to multitask. Opportunity for learning editorial process and writing occasional short items. Good communication skills a must. Knowledge of Microsoft Word, Quark Publishing System, Lotus Notes and online technologies is helpful but not required. This is a five-month contract, covering the months of March, April, May, June & July. ***Location: Framingham – MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Copy Editor (CXO)
CXO Media is seeking an experienced copy editor to edit for style, clarity and correctness, and to proofread materials at various stages of production. This person will work closely with the managing editor and design department to coordinate copy traffic. Requirements: The ideal candidate will possess two-plus years of copy-editing experience, preferably at a magazine. Attention to detail a must. The candidate must also possess excellent prioritization skills and ability to handle multiple tasks at once, and be organized, flexible and dependable. Familiarity with business and technology issues is a plus, as are experience with Macintosh, Quark Publishing System, Lotus Notes, e-mail and on-line technologies. ***Location: Framingham – MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sr. Writer (CXO)
CXO Media is seeking a Sr. Writer to join the editorial team. You will be responsible for writing feature articles, working closely with editors and other colleagues on story development, direction and focus. You will also participate in the idea-generation process and cultivate industry and topical beat expertise. Candidates should possess a college degree and 5+ years of reporting and feature writing experience in business and technology.
Location: Framingham or San Francisco
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Manager, Semiconductors (IDC)
The Research Manager, Consumer and Semiconductor Markets will provide analytical coverage of major semiconductor communications and consumer markets including DVD, STB/DTV, Game console, DSC, Telematics, and other digital consumer areas. Coverage will include market sizing, forecasting, technology/system trends, vendor analysis, pricing trends, supply and demand analysis and markets share. Please see idc.com for a full description.
Location: Mountain View – CA
Contact: Email: idc_jobs@idc.com

Group Operations Coordinator, Services Research Group (IDC)
The Services Research Group is looking for a Group Operations Coordinator (GOC) to provide administrative support for the group. Responsibilities include, office support, setting up staff meetings, booking travel arrangements, setting up vendor briefings, tracking research deliverables, tracking PTO (Paid Time Off), pulling booked contracts, working with Microsoft Excel spreadsheets, and working with the Customer Relationship Management database to assist with booking reports. The job will also include some marketing support. The successful candidate will be working both with internal (analysts, salespeople and marketing) and external clients (vendors). The position requires someone who is a good communicator, is organized, and able to multi-task. The successful candidate will be a self motivated, self managed professional with solid computer and phone skills who possesses a positive, can do attitude. Experience in a fast paced office environment is preferred. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

(cont.)

Marketing Specialist, Services Research Group (IDC)
The Services Research Group has a full time position for a Marketing Specialist to work with the Services and Software marketing teams to execute marketing programs that will promote services research to drive additional revenue to the group. Over the coming year, the marketing team will be challenged with launching new programs with support from Services analysts and sales. We are seeking an independent self-starter who will be responsible for promotional writing, logistics for executing marketing campaigns, and internal marketing communication to analysts. This person will also assist with creation of marketing collateral and web site content. The Marketing Specialist will be part of a collaborative environment working with the software and services marketing team, analysts and dedicated salespeople. The individual will be responsible for executing on multiple projects simultaneously. The ideal candidate must be organized, creative, and capable of working independently. We require 1-2 years of marketing experience including promotional writing, creative visualization and marketing communications. Familiarity with Microsoft Office products is essential and knowledge of graphic programs is suggested. Bachelor's Degree is required.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Vice President, Licensing (IPS)
IDG has a unique opportunity for an experienced licensing professional located in our Boston office. The Vice President, Licensing will be responsible for management of licensing programs and activities in more than 40 countries, reporting to the President of IDG International Publishing Services. The VP of Licensing will service currently licensed partners worldwide by helping them to gain access to the full array of available IDG resources, assisting in the development of their products, and ensuring quality and compliance with the terms of licensing agreements. The VP will also identify and evaluate potential new partners for IDG in markets where IDG is not present. The individual in this position will operate at both the strategic and tactical level and will work with the Licensing Manager and the Financial Director to review revenue and royalty reports, oversee collection of overdue payments, and develop the department's annual profit and loss statement. The ideal candidate will have excellent management and relationship building skills, will possess a BA/BS along with 10+ years of publishing experience and extensive international experience, and will be eager to travel extensively and internationally. Fluency in one or more foreign languages is a plus. ***Location: Boston – MA***
Contact: J. Lynch, Fax: 508-935-4600, Email: jljobs@idg.com

Vice President, Online (NWI)
Network World is seeking an experienced leader to take its rapidly growing Web business to the next level of success. We're seeking a top-notch executive with vision and a strong online track record to oversee sales, as well as business and audience development for Network World Fusion (www.nwfusion.com). The VP will build on an award-winning content base to deliver a strong portfolio of advertising and custom marketing services, create the next-generation of profitable products and services, and increase the audience base and revenue. The VP will be responsible for shaping and implementing Network World's online audience development and business development strategies, and for representing Network World in the sales and business communities. The VP will serve on Network World's executive committee, and be responsible for researching and understanding the needs of online users and delivering the services that meet those needs. Candidates must have significant experience in online business and audience development, strong marketing know-how, with the proven ability to foster new initiatives from concept to delivery. Experience in custom publishing and tailoring products to meet unique marketing needs is a strong plus. The ideal candidate will have the ability to work with multiple departments in a fast-paced setting to build consensus and meet tight deadlines. He or she must have polished management and analytical skills. ***Location: Southborough – MA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Sales Operations Specialist (NWI)
Network World's Events team is seeking a Sales Operations Specialist, who will act as the key point of contact for all post-sale sponsor activities. In this critical role, the candidate will work closely with both internal departments and external vendors to provide timely, accurate and courteous sales and administrative support. Responsibilities will include working directly with sponsors to ensure deliverables, from collection of corporate collateral to on-site management. The candidate will also be responsible for updating and maintaining the sales database, preparing ad hoc reports as well as executive summaries for our various events. The successful candidate will have 3+ years experience and the ability to work on multiple assignments, should be self-directed and able to accomplish tasks with minimal supervision. Exceptional organizational and time and project management skills are required. Excellent communication, follow through skills; customer service and the ability to work in a deadline driven department are essential. Proficiency with Microsoft Office, Sales Logix and the ability to travel is required.
Location: Southborough – MA
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Preben Engell

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Characterizing his tenure as "the most wonderful years of my life," Engell remembered with affection the early days when "[IDG Chairman] **Pat McGovern** would show up frequently, [former VP of Finance] **Bill Murphy** looked at the dollars very carefully," but one person above all others helped him keep things running smoothly. "Without [former VP/Corporate Services] **Marion Kibbee**, we would have been in bad shape," he said.

"As is the IDG way, I had the privilege to have total autonomy to decide what was best for our customers. And over the years, I made many decisions — some were very good, and some taught me hard lessons," Engell said. At its peak in 2001, IDG Denmark had a payroll of 210 full-time employees. The economic downturn of the past several years forced difficult decisions and a downsizing of the staff to just 85. "Saying goodbye to so many highly skilled and loyal people has been among the worst of my duties as managing director, and I remain grateful for the support and confidence all our staff members have shown in this very difficult time," he said. "Our highly skilled and competent intellectual capital — our staff — is really the most vital asset to execute IDG's value, goals and mission.

"IDG's 10 corporate values have always been very important to me and have very often provided the answer for difficult decisions. Though they were written almost 40 years ago when the company was a very different one, they remain more important today than ever. And here, we have added an 11th value and that is: To have fun."

Looking ahead, Engell noted, "the challenge has never been more demanding. IDG's expertise and domination in the enterprise market bode well for its continued penetration into the consumer market. Serving new generations to come in this market — in print and online — is both an evolution and a revolution."

Engell said he is optimistic about the future of the company he helped to grow from the ground up. "IDG Denmark has always been the largest, most innovative and most professional IT publishing company in Denmark. With the industry beginning to pick up steam again, the company is once again making money, and I am convinced that with the new management, the company will double in size and revenue over the next three years."

Engell said the answer to the question about what he is most proud of in his career at IDG is easy: "To know so many wonderful people around the world and having had the freedom and autonomy to drive the company as my own."

Added McGovern, "During Preben's 20-plus-year career as managing director for IDG Denmark, his leadership has allowed IDG Denmark to create information services with first-class editorial content and impressive business success in all key market areas. As a result, IDG dominates the IT media market in Denmark. Also, IDG Denmark has one of the highest revenue per capita of any business unit in the world.

"Preben has been a marvelous host for many IDG management functions in Denmark, and the IDG choir performance he organized for our Worldwide Managers' Meeting in San Francisco in 1996 is a memory I will cherish forever. He has also been a great friend and colleague. Although he is formally retiring from his business responsibilities within IDG, I know that I look forward to continuing our personal friendship."

Engell may be reached at p.engell@idg.dk.

IDG Denmark at-a-glance

Location Copenhagen
Number of employees 85
Web site www.idg.dk
Publications *Computerworld Danmark, PC World Danmark, Biotech Danmark*

Søren Queitsch

continued from page 1

administration and later graduated from the INSEAD Manager's Programme in 2000. INSEAD, located in Fontainebleau, France, is widely considered among the best business schools in Europe. He began his career in 1989 selling display ads for six local daily newspapers and moved on to Politiken A/S, a large Danish newspaper, where he rose to become sales manager. Later, as media account manager at Grey Communication Group A/S, he handled media strategy for some of the largest retail and financial accounts in Denmark, increasing revenue in his group 30% in the first year.

Beginning in 1986, Queitsch spent two years as managing director at Dagbladene Gefion A/S, a start-up that became a major player in the Danish newspaper ad sales market within the first year. Since coming to Ingeniøren A/S in January 1999, he has helped redefine the company strategy, and the product portfolio has expanded from a weekly paper to Internet products, magazines, book publishing, fairs and seminars, all of which are profitable. Queitsch has also played a key role in implementing a micro payment system in Denmark.

He became a member of the Association of Danish Internet Media board in 2000 and in 2001 was named a member of the Ingeniøren A/S Management Group.

Queitsch is married with five-year-old twin girls. He may be reached at s.queitsch@idg.dk or sq@idg.dk as of March 1.

noteworthy people

RACHEL BARNETT

Manninen

McNulty

JO WILLIAMSON

King

LESLIE BACHAND

Krilla

Kerr

Promotions

CXO Media President **Walter Manninen** has added the role of CEO to his title. He has served as president of the business unit since **Joe Levy**'s retirement in September 2002. Manninen joined the company in 1991 and served as executive vice president of operations before being named president. "Walter's title change mostly recognizes the job he's already been doing — very well I might add," said IDG CEO **Pat Kenealy**. "CXO Media's FY03 results were excellent, and its FY04 looks strong. I particularly admire Walter's cool-headed management style, and his easy relations with his fellow IDG business unit CEOs, with his team at CXO and with the IDG Management Team."

CXO Media in Framingham, Mass., recently announced a bevy of staff promotions. The employees and their new titles appear as follows: **Dawn Cora**, account executive; **Kathy Powers**, regional sales director; **Beth DeVillez**, senior district sales manager; **Brenda Garza**, account executive; **Isaac Ugay**, senior account executive; **Amy Turell**, director, event planning; **Annie Slobogan**, marketing design specialist; **Mike Barbato**, senior logistics coordinator; **Lori Piscatelli**, program administrator; **Sarah Crowley**, senior marketing communications specialist; **Dylan DiGregorio**, marketing research manager; **Margarita Chiango**, director of finance; **Diane Chen**, senior Web developer; **Rick Pastore**, editor, *CIO*; **Sarah Scalet** senior editor, *CSO*; **Ben Worthen** senior writer, *CIO*; **Emily Henderson**, senior copy editor; **Sarah Johnson**, copy editor; **George Lee**; associate art director; **Chandra Tallman**, associate art director; **Beth Ramistella**, senior HR representative.

IDC senior analyst **Riley McNulty** has been promoted to research manager in the Hardcopy Peripherals Solutions and Services program. "Since joining the peripherals group in September 1999, Riley has done a great job in establishing himself as a recognized industry expert within our client base," said Program Director **Keith Kmetz**. "Riley has demonstrated initiative and drive to expand his role in the group by spearheading highly valued research as well as aggressively targeting new revenue opportunities for our group."
rmcnulty@idc.com

New employees

Lois King is the new executive assistant at IDG Global Solutions in Staines, U.K. Previously Lois served as office manager for Field Group plc in Amersham, Buckinghamshire. Outside the office she enjoys going to the gym, watching football and rugby and socializing with friends.
lois_king@idg.com

A recent recipient of an M.B.A. from Babson College in Wellesley, Mass., **Ken Krilla** joins IDC Framingham as senior research analyst. Prior to Babson, he was an account manager at e-Dialog. He also holds a B.S. in marketing from Providence College in Providence, R.I., and enjoys live music, Ultimate Frisbee, stand-up comedy and the New York Yankees.
kkrilla@idc.com

Mary Connell is IDC Framingham's new program director for U.S. conferences. She was previously division manager of Risk and Insurance Conferences with the Center for Business Intelligence. She holds a B.S. in sociology from Boston College and an M.S. in integrated marketing communications from the Medill School of Journalism at Chicago's Northwestern University. Away from her desk she enjoys travel, reading and independent movies.
mconnell@idc.com

Transfers

IDG Corporate Services Group Staff Accountant **Todd Genovese** has moved to a senior staff accountant role at IDC in Framingham, Mass., where he will be handling more foreign intercompany financial reporting. He graduated from Plymouth (N.H.) State College with a degree in accounting. Home improvements to a newly purchased house in Framingham have cut into his skiing and mountain biking time.
tgenovese@idc.com

Returning employees

Once custom publishing sales manager for *Solutions Integrator*, **Roz Burke** returns to IDG as Eastern regional sales manager for *CSO*, selling print, online and events. She was most recently Northeast regional sales manager with Penton Media where she also launched its custom publishing division. She earned a B.A. in psychology from Trinity College in Burlington, Vt., and enjoys travel, entertaining and gardening.
rburke@cxo.com

Until recently an independent contractor and freelance writer, **Anna Kerr** returns to IDC Framingham as senior analyst/account manager with the Global Access Group. In her previous role with IDC she was an eBusiness research manager. Anna has an M.B.A. from the F.W. Olin School at Babson College in Wellesley, Mass. She is the editor of two newsletters, one promoting multicultural awareness and another on career development strategies. Anna recently assisted the Boston mayor's office in launching a survey to assess the effectiveness of several city services and also chaired a fundraising event last year that raised $200,000 in scholarship money.
akerr@idc.com

Once an IDC HR associate representative, **Leslie Bachand** returns to IDC Framingham as a human resources/education specialist. She was previously a benefits administrator for Medical Clinics of North Texas. She holds a B.A. in psychology from the University of Texas/Arlington and an M.S. in human development from the University of Maine.
lbachand@idc.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Magdalena Axelsen *IDG Denmark*

20

Wes Nihei *IDG Entertainment*
Iris Clench *IDG Australia*

Nihei

18

Deb Goldstein *IDG List Services*

17

Magda Zabala *IDG Spain*
Olga Fernandez *IDG Spain*

16

Kevin Burns *IDG*
Carole Plana-Prigent *IDG France*

Burns

15

Terri Schafer *IDC*

14

Alvaro Fernandez *IDG Spain*

11

Josef Kalasek *IDG Czech*

10

Nicholas Kaufmann *IDC*
Sue McIntosh *IDG New Zealand*

9

Karin Myrén *IDG Sweden*
Gina Rowles *IDG Global Solutions EMEA*

8

Karen Fogerty *CXO Media*

7

James Niccolai *IDG News Service*
Kazumi Shimada *IDG Japan*
Jean Luc Gonzalez *IDG France*

6

Jeff Coles *IT World Canada*
Damir Omérov *IDG Sweden*
Johan Moberg *IDG Sweden*
Scott Mendham *IDG Australia*
Laurence Combes *IDG France*
Carole Rimoux-Garrido *IDG France*

5

Karim Bahloul *IDC France*
Katerina Reblova *IDG Czech*
Iseult Bottoni *IDC U.K.*
Jörg Breit *IDG Germany*

4

John Humphreys *IDC*
David Reinsel *IDC*
Sherry Corcoran *IDG*
Victoria Berry *IT World Canada*
Andreas Hedberg *IDG Sweden*
Lee Gibbons *IDG Global Solutions EMEA*

Humphreys

3

Encarnacion Gonzalez *IDG Spain*
Kimberly Tulman *IDC*
Kamil Pittner *IDG Czech*
Hana Kucerova *IDG Czech*
Klara Grivans *IDG Sweden*
Serene Wong *CW Singapore*
Sabine Jöchl *IDG Germany*
Andrew Haney *CXO Media*
Fabio H. de Almeida *IDG Brazil*
Henrique Martin *IDG Brazil*
Régis Desprez *IDG France*

2

Roberta Mellish *Bio-IT World*
Vincent McEntee *IDG Corporate Sales*
David Zavadil *IDG Czech*
Ales Zika *IDG Czech*
Nadia Cameron *IDG Australia*

1

Hynek Vacha *IDG Czech*
Ian Gibbs *IDC U.K.*
Ana Paula Oliveira *IDG Brazil*
Patricia Queiroz *IDG Brazil*
Bob Begg *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

China Computerworld's ***He Fei*** *celebrated more than a decade of service during a lunch with IDG Chairman* ***Pat McGovern*** *in Beijing.*

Name
He Fei

Home
Beijing

Joined IDG
May 1992

Career path
1992-1998 *Electronic International*, in charge of publishing and printing; 1998-2001 *China Network World*, in charge of publishing and printing; 2001-present, production department of China Computerworld Publishing & Service Co.

Current title
Vice Director of the Administrative Production Department of China Computerworld Publishing & Service Co.

What's kept you at IDG?
Good corporate culture, learning the latest information technology, the power of influence of media publishing, and the sense of achievement.

Biggest job challenge
Being a manager.

What talent do you wish you had that you don't have?
Spoken English.

Best way someone could compliment you on your work?
Saying that I am devoted to work.

Interests outside the office
Traveling, Web surfing and car racing.

What did want to become when you were a child?
An athlete.

Favorite vacation spot
Switzerland.

Your idea of a perfect day alone?
Thinking about the past.

Retirement dreams?
Traveling.

Manager's profile
"He Fei is a publishing industry veteran and has been a valued member of the company for many years. He has made special contributions in the areas of reviewing printing expenses, keeping costs down and coordinating the printing process."

— Shi Jun, General Manager of the Printing Affairs Department, China Computerworld Publishing & Service Co.

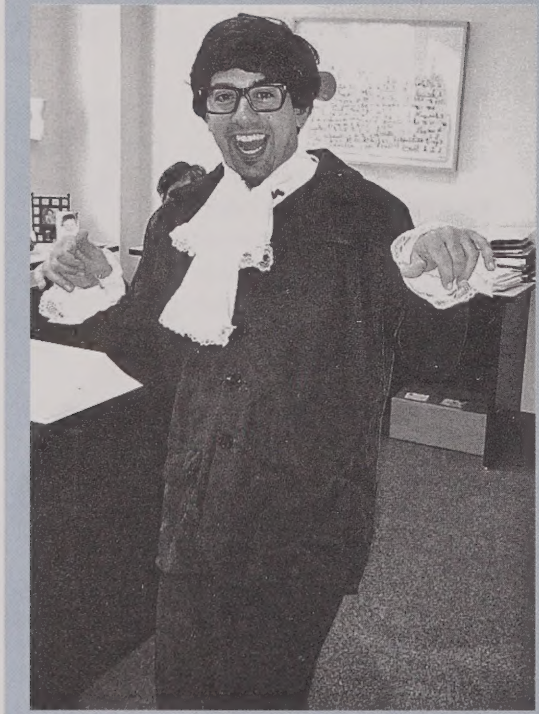
off line for fun

Congratulations to **Rob Hailstone**, winner of the first "Life at work" caption contest. Rob will receive an IDG duffel bag, and the honorable mention winners below will receive IDG water bottles.

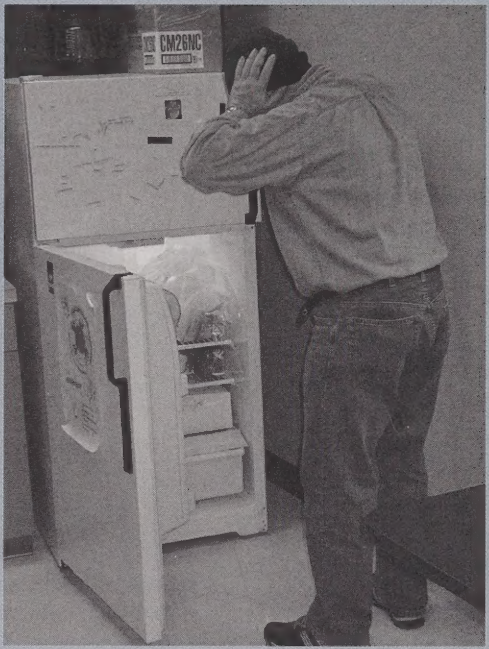
In addition, IDG List Services Account Executive **Rich Green**, who submitted the photo below that was selected for our next contest, will receive an IDG t-shirt.

Send your entries to world_update@idg.com or fax them to 617-423-0712 by Tuesday, March 2. If you have a photo you'd like to submit for possible use in this contest, please send it electronically to the same e-mail address or mail it to IDG World Update, 3 Post Office Square, 4th floor, Boston, MA 02109. If your photo is selected to run, you will receive an IDG t-shirt.

Life at work



Life at work



Having had his ear chewed off at the sales meeting, John stored it in the freezer while waiting for the ambulance.

Rob Hailstone *IDC U.K.*

Honorable mentions

In yet another humiliating workplace setback, Jeff loses an argument with the refrigerator.
Malcolm Maclachlan *IDC*

"I'm sure I can do better than my PB&J sandwich..."
Rich Green *IDG List Services*

"Yikes! I guess my mother really doesn't work here!"
Joyce Gillis *CXO Media*

Museum passes still available for Boston area, visiting employees

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes that are available to employees. The free admission is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. Passes are good through September.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Matt Duffy *Computerworld*
Mats Eriksson *IDG Sweden*
Karen Ren *IDG China*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through offices in 50 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

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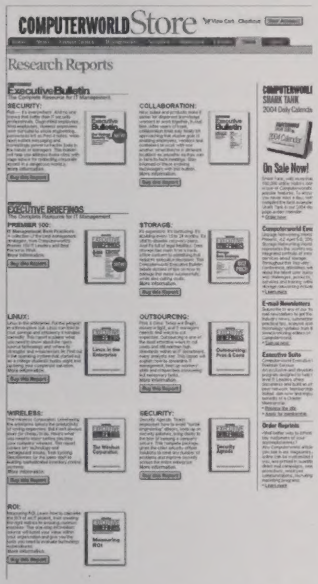
WWW.IDGWORLDUPDATE.COM

Paid online content takes many forms

eBooks, bundled software, archived content via PDF yield added revenue



Executive Briefings and Executive Bulletins (top left column) are made up of previously published Computerworld content.

While subscription fees and ad sales have traditionally been the chief ways to make money in publishing, more and more IDG business units around the world are wading into an important additional revenue stream: paid online content. *IDG World Update* surveyed several business units to see what offerings are working best.

Computerworld

Framingham, Mass.-based *Computerworld* sells Executive Briefings and Executive Bulletins at www.computerworld.com, as well as other research reports from partner firms in its Computerworld Store at https://store.computerworld.com.

Executive Briefings (15 to 40 pages for $195.95) and Executive Bulletins (eight to 15 pages at $49.95) are made up of previously published *Computerworld* content on specific subjects such as storage or collaboration, collected by a *CW* editor. Bulletins and Briefings are also available for sponsorship. Sponsors can give away a set number of copies to interested readers, provided those readers answer the sponsor's demographic questions, which then become a lead-generation tool for the sponsoring firm.

Computerworld VP/CIO **Rick Broughton** said there is "a lot of activity on the sponsor side, less on the reader side" of the Executive Bulletins and Briefings. "Lead generation is still a very hot vehicle for our advertisers, and *CW*'s editorial content is what gets readers engaged in a particular topic. These consistently deliver guaranteed leads," he added. Broughton pegged the Bulletins and Briefings slow sales to readers to their pricing and marketing. "We are always testing different price points to try and hit on the right one that produces the most

continued on page 4

China Top CIO Awards event aims for "Oscars" status

IDC China and *CEO and CIO* magazine, an IDG joint venture in China, held the second annual China Top CIO Award ceremony last month at the Beijing Hyatt Hotel. IDC Senior VP, Chief Research Officer **John Gantz** gave the keynote speech comparing China's key IT developments with those of the global market. Zhou Qiren, visiting professor at Yale University and professor at Beijing University's China Economy Research Center, also spoke on institutional entrepreneurism.

China 2003
CIO Top Award
China Top 2003
CIO Award
2003年度中国优秀CIO

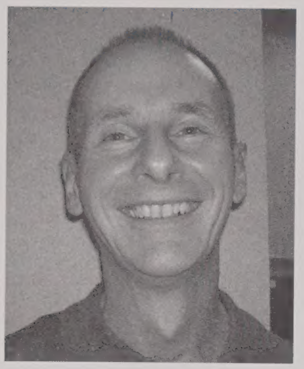
(L-R): ***Wilson Wan**, IDC China deputy general manager; **Liu Jiuru**, China Computerworld president; **Fred Wong**, IDC Greater China managing director; **John Gantz**, IDC senior VP and chief research officer; **Piyush Singh**, IDC Asia Pacific managing director; and **Wang Chao**, China Computerworld VP and chief editor.*

An invitation-only event, the evening drew nearly 300 local CIOs, media members, government officials and sponsors. IDC Greater China Managing Director **Fred Wong** said his group intends to make the award "the Oscar of China's IT industry. We want to promote the role of China's CIOs and recognize their contributions to corporate achievements and social advancement."

China Top CIO Awards recognize the year's top 50 IT projects in China that successfully used IT to derive strategic value and yield returns for their firms. A selection committee of experts from a wide variety of IT backgrounds evaluated more than 500 projects and chose the following top five CIOs:

continued on page 7

what I've learned about...



Having already worked as a proofreader, reporter, copy editor, columnist and editor, ***Jamie Eckle*** *joined the Computerworld copy desk in 1995. He has been managing editor/production since August 1999, but he will leave the desk in mid-March to become Computerworld's Opinions editor. Reach him at jamie_eckle@computerworld.com.*

Copy editing for online

When I came to *Computerworld*, the copy desk busied itself producing 50 or so editorial pages each week. Then as now, it was a multifaceted desk that wasn't restricted to copy editing and proofreading.

Off in a corner of our newsroom in those days was a fledgling online operation. It had a dedicated copy editor who had been hired away from the copy desk and worked independently of it. What was then known as *Computerworld Online* was an experimental undertaking.The feeling was that we needed an online presence, but it didn't get a lot of attention.

That all changed in 1999, just as I became copy chief. The impetus was a change at the top, as **Maryfran Johnson** was promoted to editor-in-chief and declared her mantra: Think online first.

As the profile of *Computerworld*'s online efforts rose, the copy desk saw the need to be more involved in the process. Eventually, the desk took on all online copy editing duties, ensuring overall consistency between *Computerworld* and Computerworld.com. More recently, the desk took over some of the online production work. Over the years, our weekly page count has dropped, while the amount of content generated for online has grown tremendously, and the content overlap between print and online continues to shrink. Today, the copy desk spends nearly a quarter of its time copy editing online stories and doing other Web-related tasks.

What have we learned as we adopted the habit of thinking online first?

- **Online is a fast-paced world.** Our print edition is weekly, and we lavish attention upon every page, giving each a minimum of four thorough reviews on the copy desk alone. But in the online world, a story can be available to thousands of readers less than an hour after it's written. Our online news feeds go up twice a day; as soon as the noon feed is posted on the home page and the newsletter is sent out, we're working on the 5:00 p.m. feed. For reasons beyond the control of the online editors, some stories arrive at the desk perilously close to those posting times. We have to work fast and with great concentration.

Other types of online content require fast turnaround. As the Knowledge Center content of *Computerworld.com* rapidly expanded, concerns were expressed that the copy desk would be a bottleneck. We addressed those concerns by streamlining and speeding up our editing processes (for example, we allow some third-party content to be posted *before* it's copy edited).

- **Mistakes live for an eternity.** This is also true in print, of course, and online stories provide the marvelous opportunity to make fixes days or weeks after a story is posted. But *Computerworld.com* offers full archives dating to the mid-1990s, and if we don't know about an error and therefore don't fix it, it lives on the Web forever, where it's much more easily accessible than a print story and where it has the potential to contribute to IT-related urban legends. So we give ourselves more opportunities to catch mistakes. Stories get posted fast, but the desk makes printouts of all of them so that they can be read at least one more time. In the case of the twice-daily feeds, we try to proofread and fix stories within an hour of their posting. In addition, the desk occasionally does site searches for specific words or phrases that might have been rendered improperly.

- **Process is a copy editor's friend.** In the early days, we were dealing with the "Wild West Web," where anything could happen and no one was in charge. The Web was exciting, and it attracted an organization's mavericks. Slowly, as the importance of distributing content online began to grow and ad revenue soared, it became necessary to impose more discipline. Today, writers and editors are cognizant of the need to adhere to deadlines, to make stories more appealing through judicious editing for length, and to provide value-added content online that's not in print. On the desk, we schedule online copy editing duties so that they're shared by all, and we've learned to coordinate, so that the assigned copy editor can easily get assistance when he gets slammed with several stories at once.

- **The key to success is constant communication.** It seems that every aspect of publishing I have ever learned about has ended up teaching this same lesson. Lack of communication can lead to simple misunderstandings, major chaos, misguided resentment, duplication of effort and scores of other negative outcomes. Communicating the small things that come up day to day (such as a story arriving late and long) and the large things that affect operations in a broad way (like using a new source of online content that requires lighter or heavier editing than usual) is essential.

- **Flexibility is also important.** *Computerworld.com*, the Web and our readers' expectations for online content will continue to evolve. We aren't done learning, and new situations are sure to arise that will need new approaches. But with the experienced copy desk at *Computerworld*, I'm very confident that we'll meet those challenges head-on. WU

Have you learned some lessons along the way in editorial, sales, marketing, production, circulation, research, event production or any other functional area that you'd be willing to share with colleagues? If so, please contact the editors at world_update@idg.com.

one on one the interview

Eric Verweij
IDG Netherlands' editorial director/consumer magazines and editor-in-chief of ZOOM magazine, a digital photography and video magazine with a lifestyle look-and-feel, is this week's guest columnist. He may be reached at everweij@idg.nl.

***ZOOM* magazine at-a-glance**

Launched March 2003

Frequency Bimonthly

Folio size 100 pages, including an average of 15 ad pages.

Price 4.50 Euros (US$5.76)

Circulation Newsstand sales average 20,000 copies on a print run of 30,000; 3,500 subscribers as of January 2004. Subscribers get a DVD with software, workshops and videocontent free with each magazine; newsstand buyers can order the DVD separately for 3.50 Euros ($4.45).

Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy*** *will be passed along anonymously. Write to world_update@idg.com.*

Q Why launch this kind of publication?

A In 2002 we started testing digital cameras in our version of *PC World*, *Computer!Totaal*. The response from readers was overwhelming. We didn't want to give the subject too many pages in *Computer!Totaal* though, since it was a general computer magazine with 200,000 readers. So we decided to see if we could come up with a stand-alone magazine on digital photography and video. We still cover digital cameras in *Computer!Totaal* but from a technology perspective: we test them and compare them. For practical information on how to use them best you need to buy *ZOOM*.

Q How have advertisers responded?

A Advertisers were a bit shy in the beginning. *ZOOM* was introduced at a time when the market was still suffering from the economic downfall. They highly respected the fact that IDG was willing to invest in a new magazine at this time and thus give them a tool to reach consumers. They first wanted to see if the magazine had potential to become a No. 1 brand, though. That's why in the first issue there were hardly any Class A vendors. But *ZOOM* became the best-selling photography magazine in the Netherlands from day one, and Canon, HP and others relocated advertising money to *ZOOM* over the next couple of issues. For example, Canon didn't want to advertise in computer magazines or camera supplements with the introduction of the brand new EOS 300 D camera but advertised in *ZOOM* because of the focused editorial content and the lifestyle look-and-feel. Also, other traditional camera vendors such as Nikon and Olympus that were quite skeptical in the beginning are now advertising in *ZOOM*.

Q How have you distinguished yourself from the competition?

A First, *ZOOM* magazine is 100% dedicated to both digital photography and digital video. We also address the subject from a readers' perspective whereas other magazines are either computer magazine supplements (lots of testing and hardware-oriented) or just plain photo magazines with nice pictures. Readers appreciate 100 pages full of buying advice, practical information on how to optimize their results and stunning photography. One other asset is the high quality of the paper we use. The images benefit from it and the magazine looks like a high-resolution glossy photo. Therefore readers like to put *ZOOM* on their living room table.

Q Can you give some tips for building – and sustaining – "buzz" for a publication?

A Come up with something different: we created a fun, people-oriented, special-interest magazine. Give some catchy quotes to journalists. We used one in our press release: "Now that the market for digital cameras is exploding, there is more than ever a need for an independent source that consumers can rely on." Everyone from newspapers to Web sites used it. Also, try to work with an already established brand. We worked with the biggest parenthood magazine in Holland because part of our audience is parents with young children. We deliver content in exchange for exposure on their platform, and we got a lot of positive response from that collaboration.

We try to maintain the buzz with advertisers by giving them information on our readers. Thousands of readers responded to our recent invitation to participate in a big online poll. That produced great feedback for us and for advertisers. Apart from that we did a ZOOM Expo in November of last year which was a big success. Vendors had the chance to buy a booth at the ZOOM Expo near *ZOOM* magazine.

Q What interactive features on *ZOOM*'s Web site have worked particularly well?

A The forum section immediately turned out to be a meeting place for all kinds of *ZOOM* readers. We didn't invest heavily in the Web site in the beginning. Our first and main goal was to create an audience and community by publishing a great magazine. After succeeding in that, we want to build a Web site that is part of an established brand, and as a result of that later this year the access to the Web site will be paid-only.

Q What advice do you have for business units that want to start this kind of publication?

A Think out of the box. The camera is not a peripheral to the computer; it's the other way around. The focus must be cameras and photography. Apart from that; try to avoid the traditional look and feel of a computer magazine. Bear in mind: you are also trying to address people who haven't had any interest in computers or computer magazines so far. Also try to avoid a technology-driven cover. Fun, ease of use and optimization are the keywords to gain a broad audience for this type of magazine.

continued on page 7

Coming up

Premier 100 IT Leaders Conference
March 7-9
JW Marriott Desert Springs Resort
Palm Desert, Calif.
www.computerworld.com/events/p100

Emerging Robotics Technologies and Applications Conference
An IDG World Expo/Robotics Trends event
March 9-10
Hyatt Regency
Cambridge, Mass.
www.roboticsevents.com

Bio-IT World Conference & Expo
Health-IT World Conference & Expo
March 30 – April 1
Hynes Convention Center
Boston
www.bioitworldexpo.com/boston03/V40/index.cvn

Directions 2004
March 31
San Jose Convention Center
San Jose, Calif.
www.idc.com/events

Storage Networking World
April 5-8
JW Marriott Desert Resort
Phoenix
www.computerworld.com/events#snw

Directions 2004
April 7
John B. Hynes Convention Center
Boston
www.idc.com/events

IDC Outsourcing Forum
April 19-20
Westin Essex House
New York
www.idc.com/events

Legal and Regulatory Compliance in Information Management Forum
(Sponsored by IDC and Kahn Consulting)
May 19
Fairmont Hotel
San Jose, Calif.
www.idc.com/compliancewest04

Paid content

continued from page 1

revenue. We are developing a new marketing plan that has already begun to pay dividends. My recommendation to any business units considering taking on a project like this is that you budget for marketing and dedicate resources to marketing, customer service, e-commerce development/support and editorial."

He said online profit models are still largely ad-driven. The *Computerworld* site sees almost a million unique visitors per month, "but every time we make someone register or pay for something the views on that part of the site drop," Broughton said. "People are still under the impression the Web is free — even though we're telling them that it's not — and that they can find what they're looking for for free somewhere else. It's residual and cultural."

COMPUTERWORLD
EXECUTIVE BRIEFINGS
Smart Storage
VERITAS

Executive Briefings are available for sponsorship.

CW has had some success with reader registration, Broughton noted. "It's akin to our print readers getting our publication for free if they fill out the subscription form and qualify for it," he said. "It's a difficult decision to make whether to give it away, require registration, or collect a fee."

He said there are three major considerations in making readers pay or register for content. First, does the content have enough value above and beyond what a reader can get on the *CW* site or on another site that they are willing to pay for? Could the potential revenue from paid access outpace potential revenue from advertising traffic the content may drive to the site? Finally, is this a sustainable revenue source and will it continue to deliver a profit against a sponsored model?

"I don't believe it will be a quick shift from the advertising model to a paid-content one, but there will be one," he continued. "It is shifting a bit and much faster when content is bundled with value-added services. We can't be as reliant on the ad dollar and have to look at different ways to monetize this vast reader base."

Broughton said *CW* is working with IDC to make some of its research and tools available for sale on the *CW* site, as well as investigating offering value-added content or services that require registration. "We've also put together a task force to brainstorm and research other potential reader revenue ideas. These mostly revolve around services and content related to what the readers get from us already through the publication, the web site and our events. For example, if a reader couldn't make it to our Storage Networking World, will they pay for a streaming video of it?"

IDG Poland

IDG Poland has the following paid content offerings at www.idg.pl:

- Archived content of all IDG Poland print publications (*PC World*, *Network World*, *Computerworld*, *CIO*, *GameStar* and *DVD*) available on a monthly, quarterly, half-yearly and yearly basis with prices ranging from 15 zlotys (US$4.00) for one month of *CIO* to 180 zlotys ($50) for a year of *Computerworld*. Readers can also get bundled archives of *B2B*, *Computerworld*, *CIO* and *Networld Poland* or a subscription to all archived material for up to 600 zlotys ($160) per year.
- A *Computerworld Poland* Top 200 interactive database with financial data, lists of the leading executives, and other information on Poland's top IT enterprises from 1994 through 2002; access to the database can be bought quarterly or yearly.
- Biuletyn IDG, a twice-daily e-mail newsletter that collects the news from all of IDG Poland's online publications with no ads; subscriptions are sold on a monthly basis.
- PPS Online, *Networld Poland*'s interactive product-guide database allows subscribers to sort, filter and search for information on network hardware products such as hubs, routers, network analyzers and security hardware and software.
- Premium Download offers subscribers faster software and FTP downloads. At 19.90 zlotys ($5.30) per month or 30 zlotys ($8.00) per quarter, Premium Download generates about a third of IDG Poland's paid-content revenues, according to Online Publisher **Michal Kreczmar**.

Kreczmar said their payment system supports credit card transactions, bank transfers, paying via the post office, and the mobile-phone-based Premium Short Message System. Although paid content currently generates less than 10% of what online advertising brings in, Kreczmar said IDG Poland plans to increase that to a third of its online ad revenues in FY04 by adding at least one paid-content product or bundled product a month, increasing the range of payment options, and giving its paid offerings greater visibility on the IDG Poland site.

President/Publisher (IDG)
Reporting to IDG's CEO, the President/Publisher of a new business unit focusing on the convergence between the PC and CE industries will be the product champion for a launch of a new IDG brand, and will lead the conception, business planning, and execution of IDG's newest line of business. The President/Publisher will have full P&L responsibility for the company, and will build and lead the team to successfully launch and grow a magazine and related product line. The successful candidate will be a seasoned publishing executive with in-depth knowledge of both the PC and consumer electronics markets. S/he must also be able to thrive on the challenges of a start-up business and managing in a competitive, decentralized environment.
Location: Framingham – MA or San Francisco – CA
Contact: C. Crawford, Fax: 415-439-4424, Email: IDGCorporateJobs@idg.com

Human Resources Generalist (IDG)
IDG is seeking a Human Resources Generalist with 3-5 years of experience to provide customer driven, quality HR services to a diverse set of IDG businesses. This position has responsibility in all facets of HR including recruiting and assimilation of new employees, employee relations, management coaching, administration of annual salary planning process, compensation recommendations, performance management, payroll and benefits administration and other projects as required. Ideal candidates will possess strong knowledge across all functional areas of human resources and a flexible, professional, style to respond to a wide variety of client needs. Minimum qualifications include: the ability to consult to and interface with all levels of the organization, solid experience in employee relations, comprehensive understanding of employment practices, familiarity with compensation, management coaching, organizational development and general business principles. Candidates should possess a BS/BA and proficiency with Microsoft Office applications and Peoplesoft.
Location: Framingham - MA
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Marketing Specialist (IFW)
The Marketing Specialist will provide support to the marketing, PR, and promotions efforts for InfoWorld s print magazine, InfoWorld.com, and our expanding events portfolio. S/he will have primary responsibility for developing sales tools, writing copy, and managing various ongoing promotions, and will assist with marketing programs for our advertisers, including lead generation and market research. Qualified candidates will have excellent communication and business writing skills, be able to juggle multiple tasks and deadlines, and be extremely organized and detail-oriented. Solid computer skills - including Powerpoint, and some knowledge of design programs (Quark, Photoshop, Illustrator) - and a basic understanding of media sales are required. The ideal candidate will have 2 years experience at an advertising agency or media company.
Location: San Francisco – CA
Contact: Paul Calento, Phone: 415 - 978-3212, Email: paul_calento@infoworld.com

Corporate Travel Agent (TRV)
IDG s Corporate Travel department has an immediate need for a full time corporate/group housing agent with 2 years minimum experience specializing in Sabre GDS. Responsibilities include assisting clients with all aspects of their travel and housing needs including reservations and accommodations for domestic, international, and event-based travel. Knowledge in all areas of travel including: destination knowledge, pricing, and hotel and airline computer reservation system proficiency is required. Candidates will have strong customer service and time management skills, be able to multi-task and prioritize in a fast paced environment, and communicate with all levels of clientele in person and on the phone. Hours for the position are 9:30am to 6pm. Proficiency with the Internet and Microsoft applications required, experience in international travel a plus.
Location: Framingham – MA
Contact: Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

February 16, 2004

VP, Marketing and Strategic Planning (GMG)
IDG Entertainment is looking for a seasoned VP of Marketing and Strategic Planning with a minimum of ten years of professional experience. This position is responsible for developing and executing online and print marketing plans. Job responsibilities include refining and executing brand messaging by working with editorial and sales leadership; developing strategy and overseeing execution of all sales-related tools including core presentations, competitive analyses, collateral and sales programs and developing and leading research efforts for IDG Entertainment. Candidates should have 10 plus years experience in marketing with heavy online emphasis, publishing and advertising; a high level of energy and self-motivation; a keen understanding of paid circulation; excellent writing and presentation skills and a background of proven team leadership.
Location: Oakland - CA
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Program VP, Vertical Markets (IDC)
IDC has three Program VP roles covering the Healthcare, Government and Manufacturing markets respectively. IDC's Vertical Research Group provides vertical strategy via market research studies and continuous assessment of how industry events develop into an IT opportunity. The result is accurate, forward-looking insight into the industries. The Vertical Research Group seeks Program VPs who will have financial management responsibility chartered with developing and launching IT research products in the specific industry, executing market research, driving marketing and sales activities, leading client presentations and speaking engagements at industry tradeshow events, conventions and affiliations which promote the growth and development of the research. Please see idc.com for complete descriptions on the three positions.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Vice President of Business Operations, Vertical Market Business Units and New Ventures (IDC)
IDC, the global leader in advisory research on technology and buyer trends, seeks a dynamic enterprise builder to serve as the vice president of business operations for the Vertical Market Business Units and New Ventures, a diverse portfolio of research units that are developing new customer bases for IDC. Units include the Insights businesses (Financial Insights, Life Science Insights), Global Access businesses (Investment Research Service, Global IT Advisory, and IDC Preferred), new ventures (including CMO Advisory Service, Go-to-Market Services, US Conference Business, Partner Programs, and new services to be launched), and vertical markets research (including IDC's worldwide cross-industry programs and industry focused programs). The position requires a business leader who can function as a business developer, product manager, marketer, operations executive and advisor to portfolio business unit leaders. Please see idc.com for full description.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Market Development Director, Life Science Insights (IDC)
IDC's Life Science Insights practice analyzes the convergence between IT and the emerging life science. Life Science Insights is seeking a dynamic marketing professional with experience in launching new products for this newly created position. This individual will be responsible for strategic positioning and marketing of Life Science research programs to be launched as part of Life Science Insights. Working closely with the analysts, sales and management teams, responsibilities include prospect development, prospect and client interaction, development of marketing collateral and PowerPoint presentations. Individual must be sales-driven and capable of presenting to executive management. Key objective is to grow business into a multimillion-dollar practice in the short term through proactive marketing and sales activities. Please see idc.com for a full description.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

(cont.)

CXO Media

In response to readers' desire for more in-depth information on specific subjects, CXO Media launched the e-commerce CIO Store (www.theciostore.com) in 2002. The online store offers about 50 products, from PDFs to webcasts and interactive evaluation tools, from CXO Media's *CIO*, *CSO* and *Darwin*, as well as ones from its business partners. Offerings are categorized by both topic (enterprise, CRM, security, among others) and product line. The store also spotlights CXO's Best Practice Exchange, CIO conferences, research and newsletters.

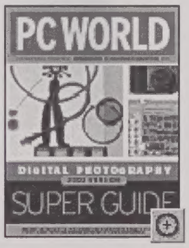
The CIO Store The CIO's Knowledge Marketplace

"By presenting this expertise in one place, we're saving readers considerable time by not having to research the material themselves," said CXO Media VP/Online **Tim Horgan**.

He said store offerings need to be kept "current and interesting" in order to continue to draw buyers. CXO uses a variety of ways to drive traffic to the store, including site links, ads, a listing on their navigation bars and home pages. The store has also allowed CXO to find new revenue sources, Horgan noted. "It acts as a transaction processing system for other parts of the CXO site — conference attendees and award applicants can register and submit payment online, saving us money we had been paying an external company." (For more information on the CIO Store, see Horgan's column in the Oct. 13, 2003 issue of *IDG World Update*.)

PC World

San Francisco-based *PC World* currently offers 10 PDF-format "Super Guide" eBooks on a variety of IT subjects, such as digital photography and PC troubleshooting, compiled from recent *PCW* content, with five more in the 2004 pipeline. Consumers can download the PDF files for $6.95 each or buy them on CD-ROM for an additional $9.25.



PCWorld.com General Manager **Ulla McGee** said the Guides have a high profit margin. "The content already exists, and there are very low production costs," she said. "No paper, no ink – we just assemble the contents." The Guides are then promoted at no cost to the subscriber databases of both the magazine and its website. Expanding on the Guides idea, *PC World* last month released a $19.95 CD-ROM on digital photography that bundles *PCW* editorial content with shareware.

IDG Germany

tecCHANNEL one click ahead!

The Web sites of IDG Germany's *PC-WELT*, *Macwelt*, *GameStar* and IDG Interactive's tecChannel IT news site offer articles and back issues in PDF format on a pay-per-click basis for 0.2 to 3 Euros ($0.25 to $3.60), depending on the length of the article. FY04 revenue from all the sites is expected to tally 100,000 Euros ($120,000), according to tecChannel Publisher **Frank Klinkenberg**.

Besides PDF versions of articles (either singly or collected) and back issues (both regular and special), IDG Germany sites also offer the following forms of paid content:

- IT eBooks. Individual collections of articles (up to five articles for 3 Euros [$3.80]) chosen by the reader, generated as a PDF on the fly.
- eBooks. Original books in PDF format offered in conjunction with Pearson Educational; sold in a bookstore or on Amazon the books would cost 20 to 50 Euros ($25 to $64). "For every book we sell on our platform we get a revenue share of about 50%," Klinkenberg said.
- PDF content is offered on partner sites such as Deutsche Telekom and Ciao with revenue shared equally.
- Content from partners offered on IDG Germany sites.

PC-WELT.de one click ahead!

IDG Interactive is also moving carefully into registered software sales, in which users pay to download bundled software (www.pcwelt.de/marktplatz/). IDG Interactive Director of eCommerce and Syndication **Andreas Koschinsky** said his group recently tested the waters with PaintShop Pro. "We try to provide a special price for the software, which is the same version you can buy in shops," he said. "We limit the offer to a certain time period, usually a month. The software vendor gets approximately 60% of the revenue — not to mention low fixed costs from sales of downloadable software, not boxed software, plus branding in their target market — and we split the remainder of the revenue with AskNet, our fulfillment house. "

Koschinsky said net revenues from downloadable software were still small. "This is a testing ground, with not much work involved for us, nor any financial investment. But with every new item listed, the older ones get new sales as well, so I feel optimistic."

Paid content ideas, questions wanted

If your business unit is having success with a certain paid content products, send an overview to world_update@idg.com for a possible profile.

If you would like to find out if colleague might be able to help with a paid content problem you may be wrestling with, write to world_update@idg.com and we'll pose the question in an upcoming issue.

Contact information

rick_broughton@computerworld.com, michal_kreczmar@idg.com.pl, thorgan@cxo.com, ulla_mcgee@pcworld.com, fklinkenberg@tecchannel.de, akoschinsky@idginteractive.de

noteworthy people

Thorwart

Lopez

LESLIE BACHAND

Genovese

Promotions

Mike Draper has been promoted to chief operating officer of Network World, Inc. As COO, he will be responsible for overseeing key operational groups within NWI and working to improve processes, reporting tools and financial systems. Mike will retain leadership of the Business Services, Systems and Technology and Custom Operations teams and will add the Finance Department, which includes Production to his list of reports.Mike joined NWI in 1996 as VP of systems and technology. Prior to joining Network World, he served in various IT roles at Stream International; Olivetti, where he led the development and successful implementation of one of the first multinational banking systems; and at ISC and Honeywell Information Systems. He holds a B.A. in mathematics from Bridgewater State College in Bridgewater, Mass. *mdraper@nww.com*

IDC Analyst **Jennifer Thorwart** has been promoted to Senior Analyst in the Hardcopy Peripherals program. "Jennifer is our U.S. hardcopy peripherals tracker guru!" said Program Director **Alyson Morales**. "Because of her visibility and industry contacts, Jennifer has been able to bring the quality of our quarterly tracker data up to a level that the industry feels is worthy of standardization. She is also a master when it comes to putting together creative packages to target new revenue opportunities." *jthorwart@idc.com*

New employees

Efrain Lopez joins IDC's General Service Department as a general service assistant handling package shipping and receiving as well as mail delivery. Before coming to IDC, Efrain held a similar post at Spaulding Rehabilitation Hospital. He attended Mass Bay Community College where he studied to be a respiratory aide. Outside the office, he enjoys football and does house painting. *elopez@idc.com*

Sheila Murphy joins IDC's Global Access Group as a senior analyst/account manager. She was previously a senior analyst at Standard & Poor's. Sheila has a B.A. in economics from Fairfield University in Fairfield, Conn. Out of the office she enjoys spending time on the beach at Cape Cod. *smurphy@idc.com*

IDC in Mountain View, Calif., welcomes Senior Client Services Representative **Nancy Fadis**. She was previously an IDC client in her role as assistant vice president in the Library and Information Services group of Credit Suisse First Boston's Palo Alto (Calif.) Technology Division. Nancy has a master's degree in library and information management from the University of Southern California. During an earlier career she was a researcher for the motion picture and TV industries and continues to enjoy the study of historic apparel as a Western Region Board Member of the Costume Society of America. *nfadis@idc.com*

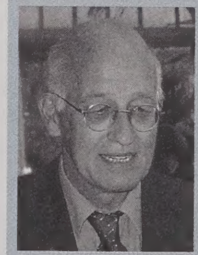
Sales Manager **Pattie McBride** comes to IDC's Irvine, Calif., office with over 15 years of IT sales and consulting experience. She was a founder of RDEX and MDD Analytiq, both research firms for institutional investors. She holds a B.A. in marketing and advertising from the University of Louisiana in Lafayette and enjoys cycling, hiking, painting and the beach. *pmcbride@idc.com*

Previously a Southwest and West territory account manager for CMP Media's *Dr. Dobbs Journal*, **Caroline Garcia** joins IT Careers as Western regional manager, based in the San Francisco Bay area. She has nearly completed coursework for a B.A. in public relations from San Jose (Calif.) State University. She enjoys golf, wakeboarding, snowboarding, biking, rollerblading and spending time with her two children. She recently completed the 17-mile Half Dome hike in Yosemite National Park. *caroline_garcia@itcareers.net*

Returning employees

Frank Genovese returns to IDG after a stint as VP of Alligiant Media, where he was brought in to head the launch of BoomerCareer.com. A 17-year veteran of IDG (his last position was as founding publisher of CXO Media's *Darwin* magazine; he also held sales positions at *CIO*, *Sunworld*, and *Computerworld*), he is now director of business development with IDG Corporate Sales based in the Paramus, N.J., office. He holds a B.A. in secondary education/biology from Fairleigh Dickinson University in Rutherford, N.J. In his spare time he continues historical restoration work on a house in the Adirondacks that he began in 1985. *frank_genovese@idg.com*

In memoriam: Berend Harmens



Berend Harmens

IDG Netherlands' **Berend Harmens** died on Jan. 8 after a year-long fight against cancer. Berend was the veteran member of the *PC World*-style title *Computer!Totaal*. Coming from the computer club HCC, he was part of the magazine from its launch in 1992 as the copy editor and writer/spokesman for some of the most popular sections. Berend is survived by his wife, three children and several grandchildren.

"Berend was a man with a razor-sharp mind and pen, and he was great fun to work with," said **Eric Verweij**, editorial director, consumer magazines. "With his enthusiasm and unstoppable work ethic he inspired us all to push the envelope just a little bit more. We all have to continue without his drive and wit. That won't be easy, but we owe it to him."

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Olga Fernandez *IDG Spain*
Magdalena Zabala *IDG Spain*
Vicki Brown *IDC*
Penny Stevens *IDG*
Nina Mattsoff *IDG Sweden*

16

Clare Gillan *IDC*

15

Lucy Chaudhuri *IDC U.K.*

14

Alvaro Morenes *IDG Spain*
Jeff Oterson *PC World Central Services*
Monica Capuzzi *IDG Italy*
Cheryl Asselin *CXO Media*

12

Isabel Perez *IDG Spain*

11

Diane Hacker *PC World*
Mike Mutrie *Computerworld*
Joan Kelliher *IDC*
Doni Moore *IT World Canada*
Elana Varon *CXO Media*

10

Jennifer Koppy *IDC*

9

Richard Dean *IDC*
Trino Ramos *PC World Latin America*
Elinet Medina *PC World Latin America*

8

Oscar Garcia *IDG Spain*

7

Elliot Kirschling *PC World*
Dennis Byron *IDC*
Jerry van Ommeren *IDC Benelux*
Kaoru Tamura *IDG Japan*

6

eter Smith *Computerworld*
Peter Bradley *IDG Global Solutions U.K.*

5

Stephanie Sanborn *InfoWorld*
Weili Su *IDC*
Ernesto Cordero *IDG*
Carina Mineur *IDG Sweden*
Kei Hiraide *IDG Japan*

4

Tom Yager *InfoWorld*
Bud McLeod *PC World*
Cynthia Seavey *IDC*
Todd Hall *IDG*
Artur Krysiak *IDG Poland*
Rhonda Goodman *CXO Media*
David Fernando *PC Advisor*
Ursula Seymour *PC Advisor*

3

Encarnacion Gonzalez *IDG Spain*
Javier Presa *IDG Spain*
Fernando Ujaldon *IDG Spain*
Teresa Zabala *IDG Spain*
Cristi Brown *InfoWorld*
Nicolai Tejlgaard *IDG Denmark*
Julie Rahal *IDC*
Kirk Mitchener *IDC*
Keith Therrien *IDC*
Lorinda Witham *IDG*
Kristina Andersson *IDG Sweden*
Susanne Borggren *IDG Sweden*
Ryo Okawa *IDG Japan*

2

Dave Colford *InfoWorld*
Richard Gincel *InfoWorld*
Laura Pitt *InfoWorld*
Don Rosette *IDG World Expo*

1

Fabrice Alessi *IDG France*
Bob Begg *Computerworld*
Anne Stevenson *IDC*
Daniel Boehmke *IDC*
Michael Keller *IDG Switzerland*
Alysha Buckley *IDC New Zealand*
Ren Adams *IDG Australia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

ZOOM

continued from page 3

Q Do you think *ZOOM* will continue with the same editorial focus, or do you see editorial changes coming up soon?

A We'll continue with the same editorial focus. After a few issues we had second thoughts on the combination of digital photography and digital video in one magazine. Our readers told us in the poll that they like the combination (which is approximately 75% digital photography and 25% digital video) a lot. Our reader poll showed us that we were right about who our reader is and what he expects from the magazine. So apart from the usual small adjustments, no real changes.

Q Can you offer some tips on how to promote a new publication of this type?

A Get general media coverage; it helps you sell a couple of thousand issues more than without the exposure. Use a headerbag so you stand out in the newsstand. Also try to be in the face of readers by having a great stand at any big consumer expo. And it's a cliché but oh-so-true: create a rumor around the brand by being a new and far better magazine than existing competitors. WU

China awards

continued from page 1

Top
Awards
IT

IDC Asia/Pacific Managing Director ***Piyush Singh*** *(l) presents an award at last month's China Top CIO awards ceremony.*

Telecom: Xu Zhiqun, Shanghai Bell Alcatel
Computers: Zhao Sujuan, BENQ Group
Banking: Xu Lianfeng, China Merchants Bank
Automotive: Zhang Xinquan, Shanghai General Motors
Manufacturing: Li Qingyu, Baoshan Iron and Steel Group

The awards were presented by Wong and Piyush Singh, managing director, IDC Asia/Pacific.

For more information go to www.chinacioclub.com or contact IDC China Deputy General Manager ***Wilson Wan*** *at wwan@idcap.com.* WU

celebrating 10!

Name
Naohito Kato

Home
Matsudo, Chiba, Japan

Joined IDG Japan
In 1993 as Executive Editor of *Windows World.*

Current title
Publisher

Most challenging part of your job
Publishing a high-quality magazine and strengthening our Web-only magazines.

Career highlight
Publishing the first issue of *Windows NT World* in June 1996.

I joined IDG because
I was attracted to IDG because it's a big international company.

Of what accomplishment at work are you most proud?
Increasing our profits.

What ability do you wish you had that you don't have?
A better command of English.

Career fantasy
That all the publications and books I publish would be translated and published all over the world.

Person from whom you've learned the most about leadership?
Pro baseball manager Senichi Hoshino.

Interests outside the office
Playing the guitar and reading.

Family
My wife Kishiko and I have two daughters: Yuka, 14, and Momoka, 10.

As a child, what did you want to be when you grew up?
An airplane pilot.

First job?
I worked on the editorial staff of a magazine.

__Naohito Kato__ was the guest of IDG Chairman __Pat McGovern__ at a luncheon at the Four Seasons Hotel in Tokyo honoring his 10 years of service to the company.

One possession you'd grab if your house were on fire?
My guitar.

What disc is in your CD player right now?
One by Led Zeppelin.

Favorite movie of all time?
Akira Kurosawa's *The Seven Samurai.*

What sports do you play?
Golf, table tennis.

If you won the lottery tomorrow, you would
Save it!

If I could do one thing over
I wish I had studied harder as a student.

Retirement dreams?
I'd like to live in Hawaii with my wife.

Manager's profile
"Naohito Kato serves as publisher of three of our publications: *Windows Servers World*, *Network World* and *e-Gov*. He is one of the pioneers of enterprise Windows publishing in Japan beginning with *Windows World*, *Windows NT World* since early 1990 and more recently publishing *Windows XP World*, mooks and *e-Gov*, which looks at e-Japan strategies started by the central government."

—Setsuro Tamai, president, IDG Japan

New address for *PC World Turkey*

PC World Turkey
Gazeteciler Mahallesi
Matbuat Sokak No. 19
Esentepe, Istanbul
Turkey
Tel: +90-212-266-9150
Fax: +90-212-266-9157

Be sure to check out the online IDG Directory (www.idgdirectory.com) for business unit listings and employee contact information.

Science Museum passes available

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes that are available to employees. The free admission is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. Passes are good through September.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Joe Mola *Computerworld*
Yukari Sasaki *IDG Japan*
Aico Turba *IDG Netherlands*

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Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through offices in 50 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

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WWW.IDGWORLDUPDATE.COM

CXO Policy Forum brings government, business leaders to the table

Top security experts explore need for additional regulations and who ought to pay for them

CXO Media last month convened hundreds of high-profile government and industry leaders to discuss issues related to national security at the fourth edition of its Executive Policy Forum. This year's discussion focused on whether government regulation is necessary to protect the country's vital infrastructure from terrorists and who should pay for increased security. The invitation-only live event, which was also viewed worldwide via simultaneous webcast and satellite broadcast, served as the kickoff to a U.S. Department of Homeland Security (DHS) conference hosted by the Information Analysis and Infrastructure Protection (IAIP) Directorate.

U.S. Department of Homeland Security

CXO Media staff on site in Washington, D.C., for last month's forum included (front row, l-r): ***Lori Piscatelli****, program administrator;* ***Abbie Lundberg****, editor-in-chief, CIO;* ***Walter Manninen****, president & CEO;* ***Sandi Hughey****, senior client relations specialist;* ***John Amato****, VP, Business Development;* ***Jennifer Richards****, senior VP, Executive Programs;* ***Howie Sholkin****, director of corporate communications, IDG;* ***Sarah Crowley****, senior marketing communications specialist. Back row, l-r:* ***Shellie James****, director, marketing services;* ***Bob Bragdon****, publisher, CSO;* ***Karen Fogerty****, media relations manager;* ***Susan Watson****, VP, News & Information;* ***Cathy O'Leary Hayes****, executive VP, marketing;* ***Shannon MacDonald****, online producer;* ***Derek Slater****, executive editor.*

Held Jan. 12 at the Washington Convention Center in Washington, D.C., the forum, Securing Our Future: Balancing Homeland Security with Corporate Prosperity, featured a moderated discussion led by Harvard Law Professor and former ABC-TV legal editor Arthur Miller that included a who's who of security. Among the guests were:

- Ralph Basham, director, U.S. Secret Service.
- Robert Kuttner, president & co-editor, *The American Prospect*; renowned economic analyst; contributing columnist to *BusinessWeek*.
- Frank Libutti, under secretary of the Information Analysis and Infrastructure Protection Directorate, DHS.
- Steven Randich, CIO & EVP of Technology Ser-

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IDC creates second vertical company: Life Science Insights

New unit will first target life science tool companies, then biotech firms

IDC Life Science Insights' Chief Operating Officer and Managing Director ***Paul Gillyon*** *(l) and Vice President/Research* ***James Golden****.*

With its Financial Insights research arm now more than a year old, IDC this month launched Life Science Insights (LSI), the second in its Insights line of independent vertical market research groups. Based in Framingham, Mass., LSI will offer life science companies market and technology research, commentary and analysis.

Chief Operating Office and Managing Director **Paul Gillyon** said, "Life science companies need to overcome the information hurdles to more quickly and effectively deliver the next wave of scientific achievements. Our mission is to help our clients more intelligently comprehend their opportunities so they can make fact-based decisions and become more successful."

He said LSI's initial client audience will be life science tool companies — those that make specialized equipment used in drug discovery and development — followed by biotechnology and pharmaceutical firms. "Our ultimate goal is to have a significant portion of our clients be end users instead of vendors," he said.

In the last three years the biotechnology space has

continued on page 5

in brief newsworthy

IDG Hungary conference group making name for itself in local market

With a different one-day event nearly every month, IDG Hungary's conference group is drawing attendees, sponsors and revenue. Launched a year ago, the group held seven events last year on topics ranging from European Union (EU) accession, IT security and mobile content and media business solutions.

IDG Hungary Managing Director **Istvan Biro** said his group had two options — to offer big events with big budgets and big risks three to four times a year, or smaller events with a tighter focus, smaller budgets and smaller risks. "We chose the latter," he said. "I think successfully.

IDG
SZÁMÍTÁSTECHNIKA
Microsoft

IDG Hungary's new one-day event series has proved a popular — and lucrative — addition to the company's offerings.

"Our basic principle is what we call 'parallelism,'" he continued, likening conference sponsors to the ads in a print publication and the attendees to the readers. "Our two-person conference team led by IDG Hungary Business Development Director **George Gazdag** receives help from the regular sales team responsible for ads to acquire sponsors and the print circulation team to collect attendees."

Besides promoting IDG Hungary, Biro said all of the events, which take about a month to put together, have been profitable — particularly the EU accession and security conferences — and brought an alternate revenue stream to the group when traditional ad revenues are down.

Each event is linked to a specific IDG Hungary title. *Computerworld Számítástechnika* events draw business experts, *PC World Hungary* attracts users, and *DigitART* events pull in graphic designers and art directors. Some conferences have drawn nearly 200 attendees, with nearly half fully paid.

The recent Desktop Publishing and Digital Art event, held last month, drew 231 attendees, the largest for any conference to date. Sponsors included Apple Hungary and Canon Hungary, as well as Adobe and Corel local distributor companies and six Hungarian desktop publishing and design firms. (Photos from the event can be found at http://cio.hu/040127/foto/.)

One of the most successful events was the EU accession conference last year (Hungary is scheduled to join the EU this May). The conference drew 120 participants and "more sponsors than we expected," Biro said, including AMD, Microsoft, Hewlett-Packard and Siemens AG, all of which were given exhibition space at the event. *Computerworld Számítástechnika* was the in-house sponsor and provided detailed coverage of the event (attendees were given a three-month subscription). All conference presentations were made available online for attendees and sponsors.

The next conference will be New Ways of E-Business, held later this month. For more information contact George Gazdag at gazdag@idg.hu. The site is www.cio.hu.

December profit margin report

Each month, *IDG World Update* publishes the names of the most profitable publications in six of IDG's global product lines. For a full listing of the wholly owned publications in each category, please see this article in IDG World Update Online at www.idgworldupdate.com.

If you do not have a login and password for the site, which are the same for those used on IDG Central (http://idgcentral.com) you may request one using the form available on the intranet's home page.

CW/IW publications
1. *Computerworld Bulgaria*
2. *Computerworld New Zealand*
3. *Computerworld Malaysia*

PC World publications
1. *PC World Bulgaria*
2. *PC World New Zealand*
3. *Australian PC World*

Macworld publications
1. *Macworld España* (Spain)
2. *Macworld* (U.S.)
3. *Macwelt* (Germany)

Networking publications
1. *NetWorld* (Poland)
2. *Nettverk & Kommunikation* (Norway)
3. *Comunicaciones World* (Spain)

Reseller publications
1. *Computer Partner World* (China)
2. *Australian Reseller News*
3. *IT.Branschen* (Sweden)

CIO publications
1. *CIO Japan*
2. *CIO Singapore*
3. *CEO & CIO* (China)

Coming up

Premier 100 IT Leaders Conference
March 7-9
JW Marriott Desert Springs Resort
Palm Desert, Calif.
www.computerworld.com/events/p100

Emerging Robotics Technologies & Applications Conference
An IDG World Expo/Robotics Trends event
March 9-10
Hyatt Regency
Cambridge, Mass.
www.roboticsevents.com

Bio-IT World Conference & Expo
Health-IT World Conference & Expo
March 30 – April 1
Hynes Convention Center
Boston
www.bioitworldexpo.com/boston03/V40/index.cvn

Directions 2004
March 31
San Jose Convention Center
San Jose, Calif.
www.idc.com/events

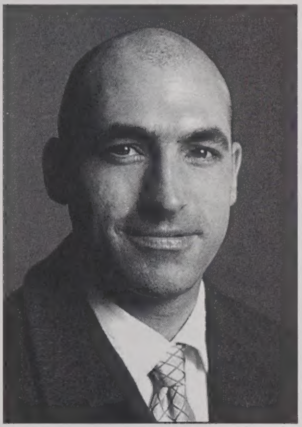
Storage Networking World Spring 2004
April 5-8
JW Marriott Desert Resort
Phoenix
www.computerworld.com/events#snw

Directions 2004
April 7
Hynes Convention Center
Boston
www.idc.com/events

Computer World Expo/China 2004
April 7-10
Beijing Exhibition Center
Beijing
People's Republic of China
www.it-world.com.cn

one on one the interview

Matt McAlister
The VP/general manager of InfoWorld.com is this week's guest columnist. Reach him at matt_mcalister@infoworld.com.



Matt McAlister joined IDG in January 1995, working in the research department at *Macworld*. He soon joined the Macworld Online team as an editor/producer.

He recalled two favorite projects while at Macworld: interviewing John Sculley, former CEO of Apple, and web casting Steve Jobs' return to Apple live at Macworld Expo. "We were doing some really creative stuff online back then that earned Macworld a Neal Award," he said.

From there, he joined *The Industry Standard* as the first employee hired by John Battelle, and led the online operations in the U.S. as it grew exponentially during the dot-com boom. He moved to London and launched *The Industry Standard's* online effort in Europe which fell soon after with the dot-com crash.

He then returned to IDG in San Francisco to lead the online development for InfoWorld in 2002.

Q Can you give us a top-level view of the evolution of InfoWorld's online business?

A InfoWorld Electric was one of the early online success stories, a well-executed site under [then-executive VP] Stewart Alsop back in 1995. The site included daily news and a powerful forums system, becoming a pioneer in building community. That legacy has helped us maintain mindshare among the technology leaders today who have become dependent on InfoWorld for enterprise IT news, product coverage and thought leadership.

Last year, we rebuilt InfoWorld's back-end publishing systems, the site architecture and the front-end user interface to improve InfoWorld's position against today's more robust Web sites. Along with a significant traffic increase since the redesign, we won Folio's Ozzie Award both for Best B-to-B Web Site Design and Best Overall Web Site Design in November 2003. The redesign was a success, but we have a long way to go to reach our goal.

We now intend to leverage our unique product-focused position in the market to make the site a more useful resource, an information utility. We upgraded our site taxonomy from 56 keywords to over 190 and sliced in over 350 different combinations. We will launch new TechIndexes soon, 14 targeted Web sites with news, product reviews, features and commentary. And we have several more initiatives coming this year that will reinforce our position as a product research tool. InfoWorld.com will be the leading online resource for enterprise IT product information.

Q Can you describe what you're doing in terms of integrating cross-linking and why?

A **Kevin McKean**, CEO and editorial director of InfoWorld, found some interesting advantages IDG could leverage if IDG's Web sites functioned as a loosely coupled network rather than completely independent and isolated sites. First we cross-linked home pages with Computerworld, Network World, CXO and Techworld [in the U.K.]. Then we linked more deeply within our sites. For example, on a wireless article at InfoWorld.com, you will see links to wireless articles at our sister sites. This cross-linking is all done using RSS feeds.

Cross-linking creates interesting traffic effects for IDG: 1) If a user chooses to leave after reading an *InfoWorld* article, that user may choose to click to a sister site rather than a competitor, and 2) our Google PageRanks increase, a key measure by which search result rankings are determined on Google. This effort was the first in a series of coordinated initiatives with the enterprise sites.

Q Does InfoWorld currently require registration for its online content?

A We plan to implement limited registration on InfoWorld this year. Our intent is to increase the value of our content by offering less of it for free, to drive up the value of our audience by collecting more data, and to open new revenue streams such as user-targeted ads and higher quality leads. This new opportunity will strengthen our business model in the long term as we solidify our relationship with our readers.

Q What are you doing with RSS feeds and why?

A We have implemented several new RSS initiatives in the last six months in an effort to leverage this increasingly popular content syndication format. We have begun advertising in our feeds, an industry first. We now publish over 60 feeds targeted by category, by content type or by author. We also partner with the industry leaders such as NewsGator and Feedster.com to leverage their technologies and business models for our audience.

Our strategy is simply to try any new idea using models we already understand. We know RSS drives traffic to your site. InfoWorld's Top News feed and [Lead Analyst] **Jon Udell**'s Weblog feed are two of the most-trafficked RSS feeds on the Internet, and users click from those feeds back to InfoWorld.com. It seems that advertising is already proving to be successful, and we're now packaging newsletters with RSS feeds as a bundle to advertisers. Our NewsGator partnership is giving us subscription revenue. And our Feedster.com partnership opened a platform for us to offer a spam-wary audience an alternative to e-mail newsletters.

Now that Yahoo! has integrated RSS into their search results and My Yahoo!, I think we'll see this medium take off. We're already seeing more traffic to our Top News feed than to our Web site home page.

There is more information on InfoWorld.com about RSS feeds. (www.infoworld.com/991).

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

PCW sales pro shares some tips

PC World Senior Manager, Sales Development **Duane Hampson** shares some key selling tips.

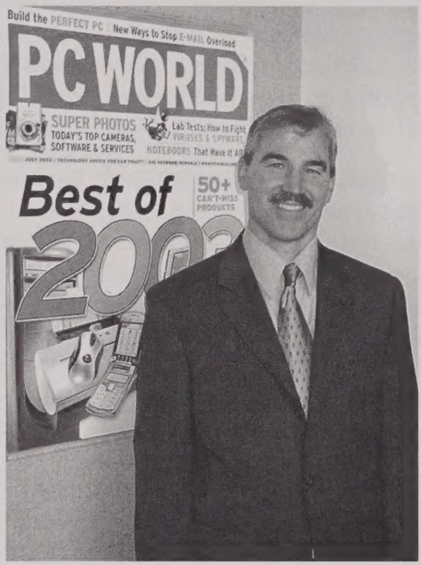
- **Keep records**. Know your calls-to-sales ratios. This helps eliminate guesswork, maintain your pace, and plan the required amount of work needed to reach your goal.
- **Stay positive**. Be happy and talk about your publication with excitement. Positive emotion is contagious and helps sell.
- **Relationships are key**. People buy from those they know, like and trust. Go out of your way for customers, do the unexpected to help them do their job better and make them look good.
- **Stay customer-focused**. Find ways to help them accomplish their marketing goals.
- **Use benefit phrases**. Buyers don't want reams of numerical data. Translate data into what they want to hear: increased market share, greater brand awareness, larger retail sell-through.
- **Structure your presentations**. Present your magazine in a logical flow of market, buyers, competition and client goals. Present your publication in relation to achieving these goals.
- **Conduct lost-sales postmortems**. Always try to find out why you didn't get the business and try to create a better approach for the next time.
- **Be persistent**. Many buyers say No multiple times before the benefits of your publication start to sink in.
- **Be prepared**. Develop modules for frequently encountered situations. For example, being able to pull out a module on "the top four reasons why your magazine is better than that of your closest competitor" will help shape the buyer's behavior to your side.
- **Use the sales syllogism**: "This is your buyer. This is our reader. Your buyer reads this magazine. Reading this magazine influences your prospect's purchase behavior. Therefore, you can sell your prospects by advertising in this magazine."

For *PC World*'s Duane Hampson, "no" is just the beginning

In 2003, 55% of *PC World*'s run-of-book ad pages came from clients that had not run in the monthly in the last 12-month period, according to Publisher & CEO **Jeff Edman**. Leading the effort to bring back 'new' business, PC World Senior Manager, Sales Development **Duane Hampson** is not a man who takes "no" for an answer.

"You never stop at 'no'," he said. "You have to find out what's behind the 'no'. Is a competitor offering a better rate? Is their product not available yet? Is it a budget issue — can they not afford to run in *PC World*? Could they run a smaller ad? Is there a theme issue coming up that would be a better fit for them? Do they realize the value of your audience? You have to adjust your program to make it work."

One of his potential clients, a small South Korean company with a big overseas parent, claimed it had no advertising budget, but it did have a great data recovery product, Hampson said. "We focused our follow-up on selling the value of advertising with us and within a few months they signed a small three-time campaign that launched with a custom editorial — and they prepaid the entire $100,000 campaign!"


IDG WORLD UPDATE

Duane Hampson *says he's lucky to have such a great product to sell. "It's easier to sell a Lexus than a Kia."*

Hampson said his focus is strictly on the customer and helping them achieve their goals. "Assume you're on their payroll with the job of increasing their market share and brand awareness," he said. "Relationships are the most important thing — people buy from those they trust."

He listed three factors necessary to do his job:

- A very positive attitude. "Project happiness and enthusiasm."
- A strong work ethic. "Sales is very difficult if you try to take it easy. Learn to love the words 'No, thank you.'"
- Qualified customers. "Focus on those who have money to spend and a product that makes sense for your readers."

He said he finds new clients by scouting what companies advertise in *PC World*'s competitors, reading *Ad Age* and industry press releases, going to trade shows, putting appropriate prospects together with planned special sections, and following up with companies and agencies that request media kits. Once he has located a potential new client, he researches the firm. Initial calls are made to "disarm the prospect and gain a rapport with them before moving into the sales pitch," he said.

A sales manager with the *San Francisco Chronicle and Examiner* before he came to *PC World* in 1990, Hampson takes what he calls a structured approach to selling. "You show the potential client the market, the buyers, the competition, summarize their market goal — increasing market share or brand awareness or lead generation — and show how *PC World* can fulfill that goal."

He said he keeps very accurate records of his sales calls — how many calls he's made to a client, how many it takes to make a sale. "They show if you're ahead or behind last year's pace and how much activity you need to generate in a month. If you're having a bad month, looking back at your records can help you see potential problems and what you need to do differently."

Hampson said his biggest challenge has been the marketplace shift from print to online. "Pre-Internet, the only place people could get trusted information about purchasing technology products was from magazines like *PC World*," he said. "Now, there are many online product-review and advice sites that are easy to use and free."

The Internet has made the print market more competitive, he continued. "Now you need to sell the value of advertising in a print medium. Many people like the accountability of online, being able to track clicks. Print is more difficult to track. That said, print has more staying power and shelf life than an Internet ad and is an outstanding branding vehicle. And it doesn't disappear after the page is loaded."

"No two days are ever the same," he said. "Some weeks you work like crazy and business rolls in, and other weeks you bang your head against the wall. But it's exciting and rewarding when you put together a successful contract. Of course, I'm lucky to have such a great product to sell. It's easier to sell a Lexus than a Kia."

Write to duane_hampson@pcworld.com. WU

February 23, 2004

Management Section Editor (CWI)
Reporting to the Features Editor, this editor has full responsibility for Computerworld's weekly Management features section, whose mission is to provide useful and highly relevant coverage of management and careers issues of interest to senior IT managers. This full-time position involves developing story ideas, assigning them to staff and freelance writers, editing copy, working with Computerworld's design staff to develop art and layout ideas, and handling all production-related tasks through to publication. This position requires someone who is very detail-oriented. At least one year of editing experience and five or more years of extensive reporting experience that includes coverage of corporate IT management issues. Alternatively, a candidate should have at least five years of feature-editing experience and one year of covering business management issues, preferably IT management issues. ***Location: Framingham – MA***
Contact: P. Sheer, Email: jobs@computerworld.com

Marketing Communications Coordinator (CXO)
CXO Media is seeking a Marketing Communications Coordinator. This position will assist in the creation of marketing campaigns and sales tools, including interfacing with copywriters, graphics designers, printers and fulfillment houses. Oversee time sensitive production, mailing, and emailing of promotions, and maintain promotions schedule. Manage internal and external marketing sites and databases to ensure accuracy. Administrative duties include liaison to sales offices, sending out sales materials, and managing business card/ stationery processes. The successful candidate is creative, articulate, detail oriented, self-motivated, has an outgoing personality and a positive attitude and can excel in a fast-paced, high-energy environment. Excellent interpersonal, writing and communications skills required. BS/BA degree required, preferably in marketing or communications. Knowledge of MS Office programs required and familiarity with design programs (Quark, Photoshop, Illustrator) helpful. The ideal candidate will have 1-2 years related experience.
Location: Framingham – MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Account Executive, Life Science Insights (IDC)
Life Science Insights, an IDC Company, is seeking two Senior Account Executive who has been successful selling to the life science tools and technology vendors and industry or the biotech and pharma drug discovery industry. The Life Science Insights practice analyzes the convergence between IT and the emerging life sciences market. Requirements for the positions include 5-10 years of demonstrated success in a quota carrying capacity; strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required, along with a Bachelor of Science degree. MBA is a plus. These positions require 25-35% travel and will be based out of an IDC office in Framingham, MA; Red Bank, NJ, or Mt. View, CA. Please see idc.com for a full description.
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

(cont.)

Program Manager, Worldwide Services Program (IDC)
The Services Research Group at IDC is seeking a Program Manager to manage the Worldwide Services Program and the Worldwide Quarterly Services Vendor Revenue Tracker products, which quantify and report on the impact key trends will have on the Services industry. This position is involved at a very high level with senior executives in key client accounts and aggregates research worldwide to present a global view of the state of the services industry. This position will typically be the first point of research contact for major clients, Wall Street clients, and end user clients. Please see idc.com for a full description. ***Location: Framingham - MA***
Contact: Email: idc_jobs@idc.com

Vice President, Sales Management and Operations Service (IDC)
IDC, the global leader in advisory research on technology and buyer trends, seeks a dynamic enterprise builder to serve as the vice president of a new research and services team that will provide information technology sales VPs with actionable advice and research to improve their company's opportunities for success. This new business area may include a combination of planning tools and strategy sessions, content-based selling tools, education packages and hotline support for account reps. Reporting to IDC's Group Vice President for New Ventures and working in close consultation with IDC's VP of the highly successful Chief Marketing Officer Advisory Service, as well as other members of IDC's executive management advisory board, s/he will build products and services to take IDC to a strong leadership position in providing advice and support to the sales function. Please see idc.com for a full description. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Editorial Administrative Assistant (PCW)
PC World is looking for an experienced and even-keeled administrator to support its 40-person editorial department, and, in particular, the editor. Duties will range from the purely administrative (handling incoming mail, faxes and phone calls; handling vendors' and readers' requests; coordinating meetings and taking minutes; maintaining the editorial library) to entry-level editorial (assisting with reprints and permissions requests; routing and responding to article proposals; assisting with ordering and returning products for review; assembling editorial award submissions; serving as the backup public relations contact; compiling and writing a daily newsletter). Candidates should have solid administrative experience and enjoy working in a support role. Qualifications include strong MS Word, Excel and PowerPoint skills, a willingness to learn new computer and system applications, an excellent telephone manner, diplomatic interpersonal skills, and the ability to work well under pressure and deal with many people/tasks at once. ***Location: San Francisco – CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Get ready for the annual

IDG Employee Opinion Survey

It's coming to you online!

Survey distribution begins March 10, 2004;
Completed surveys must be submitted by March 31, 2004

What is it?

The IDG Employee Opinion Survey provides employees with the opportunity to anonymously provide their views in areas including IDG as a company, business unit image and leadership, work environment, job training, growth potential, management and compensation/rewards/recognition.

Why do we do it?

The Employee Survey is an important communication tool that provides IDG management with critical information on the internal health of the organization. Analyzing the results presents IDG with an opportunity to focus on organizational and employee needs and leverage its strengths to gain a competitive advantage. The Employee Survey is a powerful tool by which employees can facilitate work place enhancements and organizational change.

How is it used?

Over the years survey results have produced positive changes at the departmental, business unit and company-wide levels. Examples of recent benefit enhancements include increasing contribution levels for those participating in IDG's 401(k) plan.

Survey anonymity

Critical to the success of any survey is the honest and candid feedback of respondents. Critical also is the survey firm's ability to provide an absolute assurance of respondent anonymity. Because all data submitted by respondents goes directly to Research Results, Inc., an independent research firm, and is captured in a secure database on the Research Results server, the anonymity of individual responses is guaranteed.

Survey access

Employees can access the survey via a hyperlink embedded in an email message sent by Research Results. Clicking or typing in the survey link and entering a unique password provided to each employee leads directly to the online survey. Employees may complete the survey in one sitting or start and come back later to finish it without losing any previously answered information.

Who looks at it?

Summary reports are supplied to IDG Corporate Human Resources, which then gives the reports and any additional analysis to IDG Chairman Pat McGovern.

What happens at my business unit?

Business units are expected to share the survey results with employees at departmental meetings providing a forum to further explore any issues raised in the summarized data. Each business unit is then asked to create an action plan outlining the most critical issues to be worked on in the coming year and submit this action plan to Pat McGovern.

How do I get the survey?

Beginning March 10, 2004, employees at all U.S. IDG business units as well as IDC offices worldwide will receive an email from Research Results that includes a link to the Employee Survey on the Web and a password. In order to ensure anonymity, several steps have been taken:

1. Survey codes will allow employees to identify themselves as part of a department within a business unit but cannot be traced back to a single employee.

2. No one within IDG sees any of the completed surveys. Only Research Results receives the original survey responses.

3. After the data is processed and verified, all survey submissions are purged.

For additional information, contact your Human Resources department.

Use your napkin, please

In the fall of 1999, CXO Media VP, News and Information **Susan Watson** was having dinner with a colleague who was heading up communications for Senator John McCain's 2000 presidential bid. "McCain had recently appeared at one of our Executive Program events in San Diego, and we started talking about another project we could work on together," Watson explained. "We eventually decided on an event concept that would be newsworthy and also leverage CXO Media's government relations program. We knew security, specifically critical infrastructure protection, was a topic on the horizon [this was more than a year before 9/11]."

CXO Media was entering into a partnership with the Critical Infrastructure Assurance Office (CIAO) to raise awareness about information security. And Watson and her colleague decided to pitch CIAO (now part of the Department of Homeland Security) on developing a TV-talk-show-style event about information security. "We sketched out a model of our concept, which we envisioned as a live event with a webcast and satellite broadcast to the nation's news media, on a restaurant napkin.

"Several days later, and much to the chagrin of my colleague, I had an opportunity to present the concept — on the napkin — to a senior official at CIAO, who instantly embraced the idea and we were off and running."

CXO Policy Forum

continued from page 1

vices, NASDAQ Stock Market.

- Mac Thornberry, U.S. representative (R-Texas) and chairman, subcommittee on Cybersecurity, Science and Research and Development.
- Admiral Thomas H. Collins, commandant of the U.S. Coast Guard.

For the first time, CXO Media sought and received underwriter support for the event. This year's underwriting companies were Cigital, Cisco Systems, Lockheed Martin, Ounce Labs and Symantec. "Since its inception, the Executive Policy Forum has underscored CXO Media's thought leadership position in the technology and security industry," said **Susan Watson**, VP, News and Information. "And now, with the addition of underwriters, it becomes a revenue generator for us as well."

The event is the culmination of a year's worth of work, Watson said. Beginning last January, a small team, most notably News & Information Administrator **Lori Piscatelli**, Executive Programs VP **John Amato** and Marketing Communications Director **Sue Yanovich**, developed the underwriting package, while Watson established a relationship with DHS. A larger cross-functional team selected the forum theme and focused on audience development, event logistics and speaker recruitment.

Created by the CXO Media News and Information team (see sidebar) the forum was originally designed to drive news and leverage the company's government relations program. Over the years, and with the guidance of Executive VP/Marketing **Cathy O'Leary Hayes**, the program has evolved from a public and government relations initiative to a branded, revenue-generating event for CXO Media. According to CXO Media President & CEO **Walter Manninen**, "All the stars aligned to allow this event to come off during a period of heightened U.S. security. It was not an easy feat and it was resource intensive, requiring highly specialized skill sets and government relationships. I'm very proud of the cross-functional teaming I witnessed in our business unit. We are doing a comprehensive analysis to determine our direction for this type of event."

For more information, contact Susan Watson at swatson@cxo.com or Lori Piscatelli at lpiscatelli@cxo.com. To view the webcast, which will remain available for three months, visit www.cio.com/executivepolicyforum4/.

Life Science

continued from page 1

been a fast-moving one with a great deal of hype, Gillyon said. "What we can bring is an objectivity in how we size and map the life science market," he noted. "This will be helpful to business planners, venture capitalists and banks looking to penetrate this very specialized market. We're an objective third party and can provide objectivity and understanding to make sense of a complex market space."

LifeScience Insights™ An IDC Company

According to IDC President and CEO **Kirk Campbell**, the life science arena is a collection of high-growth industries. "The use of information technology in life science is now at a critical stage and will only become more important in the future," he said. "We believe that the developing market conditions make this an ideal time to launch such a new research advisory business."

He added that as IDC expands its customer base of IT professionals and business managers in end-user companies it is also important to have a distinct brand — the "Insights" line of companies — closely associated with IDC. "This combination creates the best of both worlds. The new company has a dedicated business champion and focused team while at the same time benefiting from IDC's experience in the market intelligence business and many assets such as research methodologies, extensive global reach and sales resources."

One thing Gillyon said IDC would like to do is open itself to a broader client base, not just those in IT. LSI will allow it to appeal to very specialized life science companies with focused expertise.

"Life science is a space that is in the process of maturing," he said. "Overwhelmingly, there's a need to provide reliable, well-researched consultancy and market intelligence as companies seek to get drugs approved or look for that blockbuster product, a drug that will sell greater than a billion dollars with wide applicability."

Gillyon said he expects to have a staff of just under 30, drawn from the research world and life science companies, on board by the end of the year. LSI will have a major presence at IDG World Expo's Bio-IT World expos, he added, and will start reaching out to global IDC offices later this year to help them promote life science in their region.

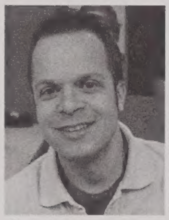
For more information contact Paul Gillyon at pgillyon@idc.com or go to www.life-science-insights.com.

noteworthy people

Mason

LESLIE BACHAND

Salter


ERIC CORMIER

Sauer

IDG WORLD UPDATE

Ebmeyer

New employees

CXO Media's Executive Program's new director of sales is **John Vulopas**. He was previously national sales manager with Advanstar Communications where he drove sponsorship and exhibit sales for AIIM, a conference for Enterprise Content Management Technologies and Solutions. He holds a B.S. in hospitality management and business from the University of Massachusetts/Amherst and enjoys golf, running and the gym. *jvulopas@cxo.com*

Greg Szumowski joins CXO Media as program manager, coming from Oktogon LLP, a sales and marketing firm he launched that sold software solutions to higher education institutions. He holds a B.A. in English from Tufts University in Medford, Mass., and enjoys fly fishing and golf. *gszumowski@cio.com*

IDC Inquire's new inquiry analyst is **Hwasun Lee**. She comes from Forrester Research, where she was a research associate. She graduated from Wellesley College in Wellesley, Mass., with a B.A. in women's studies. In her free time she enjoys home improvement and hiking. *hlee@idc.com*

IDC Framingham has hired **Barry Mason** as a senior analyst with the Services research team, covering both the AppSourcing and Global Offshore Services programs. He was previously an analyst with Nucleus Research and an account supervisor with Schwartz Communications. He holds a B.A. in international affairs and public relations from Syracuse (N.Y.) University and an M.S. in information systems from Boston University's Graduate School of Management. Outside the office, he enjoys cycling and photography. *bmason@idc.com*

Account Executive **Todd White** comes to IDC West in Mountain View, Calif., from his role as manager at Kurt's and Dorn's Auto Service in Palo Alto, Calif. He holds a B.S. in marketing from San Diego State University and enjoys golf, snowboarding and hiking. *twhite@idc.com*

Dennis McWatters is Financial Insight's new senior sales representative based in Red Bank, N.J. He was previously VP North American sales for Concurrent Computer Corp. and holds a B.S. in physical education from Texas Technological University in Lubbock. A former U.S. Marine fighter pilot, he enjoys skiing, exercise and coaching. *dmcwatters@idc.com*

Transfers

Formerly London-based director of marketing for IDC EMEA, **Meryl Salter** has returned stateside to assume the post of product management/relationship development director for IDC's Software and Services group in Framingham, Mass. Born in New York City and raised in Arizona, Meryl graduated from Pitzer College in Claremont, Calif., with a B.A. in sociology and art. A visit to the U.K. in 1971 ended up turning into a 32-year stay (interrupted by a seven-year return to the States in the 1980s), and Salter joined IDC's London operation in December 1990. Outside the office she enjoys cooking, photography, theater, reading and is an avid collector of all things puffin. *msalter@idc.com*

Returning employees

Stephen Sauer returns to Network World as senior designer, a position he held from 2000 to 2002 before he left to travel in Southeast Asia. He was most recently a graphic designer at *The Landmark*, a weekly newspaper in central Massachusetts. He graduated from the University of Mssachusetts/North Dartmouth with a degree in illustration and enjoys yoga, hiking and travel. "I am grateful to have had the opportunity to travel for over half a year to Indonesia, Malayasia, Thailand, Nepal and India. It was such an amazing experience to live in different environments and learn so much about other cultures, philosophies and about myself." *ssauer@nww.com*

After contracting with *Network World* for more than a year, **Susan Cardoza** returns to the IDG fold as Network World Fusion's director of business development and advertiser services. She started with IDG in 1986 as a sales assistant with *Macworld*, then held New England region sales positions with *Computerworld* and *Federal Computer Week*. Away from the office she enjoys spending time with her family, especially her six-year-old daughter. During the summer she can often be found in Ogunquit, Maine. *scardoza@nww.com*

After working as senior national accounts director for DevX, **Kevin Ebmeyer** returns to IDG as sales manager in CXO Media's San Francisco sales office. He was previously an account director at Computerworld. He holds a B.S. in finance from the University of Arizona. Outside the office he collects maps and enjoys cycling. *kebmeyer@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

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The postal address remains unchanged:
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H-1374 Budapest 5
Hungary

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

40

Pat McGovern *IDG*

18

Linda Gorgone *Computerworld*

17

Mark Sullivan *IDC*

14

Patricia Smith *IDG World Update*

11

John Brillon *Computerworld*

10

Yukimi Chiba *IDG Japan*
Lisa Nilsson *IDG Sweden*

9

Mark Hobson *IDG Australia*
Elaine Cummings *CXO Media*

8

Ida Kärrby *IDG Sweden*

7

Rob Colraine *IDC Canada*
Nicole Comiskey *IDC*
Kat Auch *IDG Entertainment*
Grace Aquino *PC World*

6

Robin Giang *IDC Hong Kong*
Bronwen Cleary *IDC*
Rick Sandoval *Mac Publishing*
Gabe Ramos *PC World*

5

Matt Sweeney *Computerworld*

4

Bree Charlton *IDC Australia*
Kevin Capalbo *IDC*
Michael Pedrotti *IDC*
Sarah Scalet *CXO Media*
Urban Lindstedt *IDG Sweden*
Jesper Landén *IDG Sweden*
Brendon LeBlanc *IDG World Expo*
Tommy Peterson *Computerworld*
Paul Shinhira *PC World Central Services*
Ed Albro *PC World*

3

Ruthbea Yesner *IDC*
Tom Krazit *IDG News Service*
Bob McMillan *IDG News Service*
Ken Mingis *Computerworld*

2

Lynette Good *IDG Australia*

1

Andrew Wong *IDC Malaysia*
Bram Tullemans *IDG Netherlands*
Mark Dawson *IT Careers*
Jiahuan Liu *IDG Asia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Liu Jinting

Joined IDG
July 1992

Career path
1992-1998 Financial Department of *China Network World*; 1999 to present, Financial Department of China Computerworld Publishing & Service Co.

Current title
Vice general manager of the Financial Department, in charge of daily business accounting.

What's kept you at IDG for 10 years?
A good working environment where my individual value can be realized and recognized.

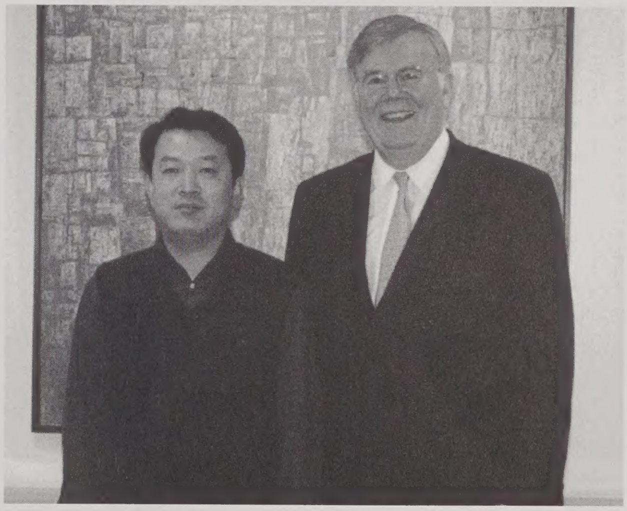
Most challenging part of your job
Learning to be a good manager.

What's the most rewarding thing you've ever done at work?
Successfully updating the financial system of our company.

Best way someone could compliment you on your work?
Say that I am a conscientious and responsible person.

What do you want to become when you were a child?
A teacher.

Retirement dreams?
I would like to have a beautiful garden far from the city.



***Liu Jinting** celebrated more than a decade of service to IDG during a lunch with IDG Chairman **Pat McGovern** in Beijing.*

If you won the lottery tomorrow, you would
I'd spend the money in the following order: buy a house, invest in the stock and bond markets, donate to schools and deposit the rest.

Favorite vacation spot
Hawaii.

Manager's profile
"Liu Jinting has served as cashier, accountant, chief accountant, assistant manager of the department, and vice general manager of the department since joining CCW group in 1992. He has made great achievements in the administration of finance and made extraordinary contributions to the growth and development of the company."

— Liang Jiyou, general manager of the Financial Department of China Computerworld Publishing & Service Co.

celebrating 10!

Six Australian employees — three from IDC and three from IDG — attended a 10th anniversary luncheon with IDG Chairman **Pat McGovern** at Guillaume at the Sydney Opera House.

Staff from IDG and IDC offices in Australia celebrated their tenure with the company at a luncheon at the Sydney Opera House. Clockwise from top: ***Pat McGovern, Kira Pointer, Amanda Patrick, Graham Penn, Lore Harp McGovern, Steve Fontaine, Gabrielle Wheeler*** *and* ***Colleen Beatie****.*

Amanda Patrick, an account manager with the Enterprise division at IDG Australia, sells advertising for the company's *Computerworld*, *CIO* and *Information Age* publications. Born in Sydney, she attended New South Wales Technical and Further Education and completed her Certificate of Advertising and Marketing in 1998. She enjoys movies, musicals, cooking, dancing and spending time with her fiancé, Jason Starling. Someday she hopes to visit Hawaii, Tahiti and Switzerland.

Gabrielle Wheeler is production editor for *Computerworld*. Several years ago she earned Employee of the Year honors for her efforts to assist another publication that was suffering from staff turnover and inexperienced replacements. Prior to joining IDG, Gabrielle freelanced for a number of years. Before that that she edited business magazines for the pharmacy, hair and beauty industries — and, "probably my favorite," the liquor industry. "This was a magazine about the business and legalities of liquor retailing that was fondly known as, but not named, *Booze News*." Before that, Gabrielle worked in radio news and promotions and in local suburban newspapers. She lists her interests as: "in ever-changing order: wining and dining with friends, books, words, classical music, art galleries, gardens and plant production and more."

Colleen Beattie is IDG's credit controller and assistant accountant, responsible for reducing IDG's bad debt to incredibly low percentages. Her manager writes: "Not only is Colleen a tenacious debt collector, but even after 12 years on the job she still shows a passion and enthusiasm for her job which keeps the whole Finance Department ticking over." Prior to IDG, Colleen worked with a number of smaller companies setting up new business. Colleen was born in Sydney. Post high school, she has taken advanced coursework in accounting and public relations, natural therapy (herbal course), numerology and a Toastmasters course. She enjoys competitive sports and is an avid golfer (15 handicap) and an A-grade squash player. She enjoys reading and movies and "loves shopping."

Graham Penn is research director, Asia/Pacific Storage Research at IDC Australia, where he directs and coordinates storage research in 12 countries around the region. Previously he held the post of general manager/research at IDC Australia, and from 1995 to 1998 he was country manager at IDC New Zealand. From 1989 to 1995, Graham was senior analyst for personal computers, peripherals and workstations at IDC Australia. Graham earned an M.B.A. and a bachelor of commerce (economics) degree from the University of New South Wales. He and his wife, Winsome, have been married for 36 years and have three daughters.

Kira Pointer has been with IDC Australia for 11 years and has held a number of roles beginning with the MicroStoreboard Program where she helped compile dealers' sales figures. She also assisted with telephone survey work and then became assistant librarian, research assistant with the Printer Pricing Databases and currently serves as office administrator. Outside the office Kira enjoys classical music, live theater of any kind, line dancing, bush regeneration and exercise classes and is trying to get used to being called mother-in-law. She particularly enjoys spending time with her husband of 33 years, other family members and friends over "a good red wine and dinner."

A U.S. transplant, **Steve Fontaine** originally joined IDC in Framingham, Mass., in 1990 and shortly thereafter moved to Virginia to cover a nine-state sales territory. Three years later he moved to the IDC Mountain View, Calif., office to run the West Coast consulting sales team. In the spring of 2000, he briefly left IDC to join an Internet startup that didn't take off. In the fall of 2000 he returned to IDC to run Asia/Pacific sales and is located in the Sydney office where he manages a team of 25 sales people spread across all of Asia, excluding Japan. Steve earned a B.A. in economics from the University of New Hampshire and enjoys golf, tennis and coaching baseball and soccer. He and his wife Susan have two sons. Noted Steve, "IDC has provided an opportunity to work and live and travel in some of the most beautiful countries and cities in the world!"

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Karen Ren *IDG China*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, Macworld Conference & Expo^{R}, COMNET^{R} Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Working the beat takes many forms

Developing sources, staying in contact are the foundation for good reporting

You've just been hired as a reporter for an IDG publication and handed the networking beat. Now what do you do? Network.

"The No. 1 thing to do when you're assigned a new beat is make a list of who to cultivate," said IDG News Service Editor-in-chief **Elizabeth Heichler**. "What are the key topics you need to get on top of? Identify who your most helpful sources will be. Which companies do you want closer ties to? Where can you find users — they're always a high priority. What user groups, conferences, and forums can you attend?"

Beat – *n* — coverage area for which a particular reporter is responsible.

Computerworld News Editor **Don Tennant** recommended talking to the reporter who previously had that beat and getting their full list of contacts. "If no one had the beat before you, find out who the key vendors in the beat are — your publication's research department, if there is one, can be very helpful here — and contact them to let them know who you are and what you'll be looking for as the reporter who covers that beat."

He also suggested searching out all the stories that your publication and competing publications have done in that beat for at least the past two years and reading as many research reports as possible — from IDC, Gartner, Forrester, and others — that cover the companies and technologies you are writing about. "Immerse yourself and get ramped up fast," he said.

Schwartz

InfoWorld Editor-at-large **Ephraim Schwartz**, who covers enterprise applications, wireless, and speech technology, said it can be difficult to hit the ground running. "When I get a new beat I start calling companies in that market, explaining that I am new to this area and do they have someone who would be willing to spend a half hour with me to tell me about the technology and, of course, about their products. I never have a problem getting people to do that," he said.

Tennant said the best stories come from tips from personal contacts. "Go to as many conferences as

continued on page 4

Schmooze with your source

InfoWorld Editor-at-large **Ephraim Schwartz** offered the following tips for developing a relationship with a source or contact:

- Once a relationship is established I make sure I never do something behind the contact's back. If I am going to write something unflattering, if the contact is a PR person, I might give them an early warning so their client isn't blindsided on Monday morning.
- I call, with no particular regularity, to ask "What's up?"
- Return favors. If someone gives me a lot of help I make sure when working on a story to call them and include their company when appropriate.
- Give research firms full credit. I compliment their insights and say thank you.
- Engage people in conversation, sometimes on topic, sometimes off.
- If a good source leaves a company, start over with their replacement. You say, "I found so-and-so very helpful, and I hope you don't mind if I call you from time to time to get your insights."

Closed sections of sites open up revenue opportunities

IDG Germany now has four sites with subscriber-only areas

*"Online, the world is moving slowly but inexorably to more closed Web sites and paid content models. Every IDG business unit should be looking at what it provides free online and what ought to carry a cost to the reader. It takes some courage to close portions of a Web site that has been open, but it is a step most business units will be taking in the year ahead." – IDG CEO **Pat Kenealy**, writing in the Jan. 2, 2004, issue of IDG World Update.*

IDG Germany has been in the forefront of closing off areas of its sites and charging subscribers for the content therein. Subscriber areas of sites — where users pay for access on a monthly, quarterly or yearly basis — currently have 14,000 members, with 25,000 expected by the end of FY04, bringing in a projected revenue of nearly 1 million Euros (US$1.2 million) a year. Currently, *Gamestar*, *Macwelt*, *PC-WELT* and tecChannel have members-only areas; *Computerwoche* and *CIO Germany* online plan to add subscriber sections this year.

TecChannel Publisher **Frank Klinkenberg** said the audience for each site had to be handled differently. "A lot of people were angry at first about paying for things that had been free, and we lost maybe 5% of our online readers," he said. "We tried to make it clear that the Internet costs a lot of money and if readers want high-quality content they have to either accept advertising, spend a lot of time — which is money — searching for similar content elsewhere or pay to go to a special area of the site with no ads."

continued on page 5

in brief newsworthy

IDG signs license with Philippines partner for *Fast Forward* title

fast forward
Choosing the right Digital Camera for you

Media G8way Corp. company information is available at www.itnetcentral.com.

IDG's *Digital World* product line continues its global expansion with a *Fast Forward* title in the Philippines. Published by the company's Philippine partner, Media G8way Corp., which also publishes a *Computerworld* and *PC World* title in the local market, the monthly title focuses on consumer electronics and digital entertainment and gives consumers information to help them make purchasing decisions.

Editorial content covers home theaters; audio/video equipment; mobile devices such as PDAs, digital cameras and phones; and high-tech automotive electronics. The digital entertainment section focuses on movies, DVDs, music and games.

The publication targets a broad audience of readers ages 18 to 45, noted Media G8way President & CEO **Delia M. Castaneda-Gutierrez**. "Our readers include people buying their first digital camera as well existing electronics enthusiasts and users, those who are curious, those who want to know more and those who want to stay abreast of the latest in digital technology."

The publication faces competition from three existing lifestyle-type titles but distinguishes itself by not going that route. "We are sticking to our core competency, which is technology and products," said Editor **Titus Abola**. "Our features aim to educate our readers about the latest technologies, facts and trends that they need to know about in order to make sound buying decisions. Aside from that, we offer tips and how-tos, reviews, buyer's guides and dealer information."

Write to Delia Castaneda-Gutierrez at dcgutierrez@idg.com.ph.

Media G8way Corp., IDG's Philippine licensee, recently signed up Angelo Barretto (seated second from left), a Filipino car racer who won the 2002 Le Mans Classic, as the motoring editor for Fast Forward, its monthly consumer electronics magazine. Barretto, a member of the French Perspective Racing Team, will review the high-tech features of today's cars. Signing the contract with him are (from left) ***Ibarra C. Gutierrez****, Media G8way editor-in-chief and publisher; and* ***Titus Abola****, Fast Forward editor. Behind them are (from left)* ***Emir P. Samonte****, Fast Forward associate editor;* ***Malou Babia-Macatangay****, test lab director;* ***Cris A. Sayon****, Fast Forward advertising director; and* ***Jean Paolo T. de Jesus****, Fast Forward technical editor.*

China CW delivers major scoop in first News Service contribution

Lee

Lemon

China Computerworld recently joined the ranks of publications contributing to the IDG News Service and did so with style: it shared a major scoop.

IDG's international presence has always paid dividends in editorial content, as using the IDG News Service as the vehicle for sharing stories has given many publications a local advantage. Now, through the team effort of IDG News Service Taipei Correspondent **Sumner Lemon**, and *China Computerworld* International Editor **Henry Lee**, IDG editors around the globe can begin to leverage the company's substantial presence in China.

The pair are working together to select and translate *China Computerworld* stories weekly. That meant that when *China Computerworld* staff broke an important story about a broad restructuring at China's largest PC vendor, Legend, it was soon available to IDG colleagues everywhere.

While competitors at international business wire services were left running speculative stories anticipating the reorganization, thanks to *China Computerworld*, the IDG News Service carried an article detailing the specific changes due to be announced by Legend.

Write to sumner_lemon@idg.com or li_jianping@ccw.com.

global roundup

Crawford part of *Folio*'s "People to Watch"

Folio magazine included IDG VP, Business Development and Operations **Colin Crawford** in its roundup of "People to Watch" as part of a special report on the outlook for consumer publishers in 2004. Noting that "a lot has to do with the people who are in critical positions," *Folio* reported: "Crawford has been put in charge of IDG's next big bet: helping consumers figure out how to incorporate a flood of digital gear into their lives." *colin_crawford@idg.com*

First Vietnam investment coming soon

Within the next month or so, IDG Ventures will make its first installment of the US$80 million it plans to invest in Vietnam in the next seven years, said **Le Tam**, managing director of IDG Vietnam Co. Ltd. IDG Ventures is in talks with potential Vietnamese clients — mainly in technologies such as telecommunications, Internet infrastructure, e-learning, software and hardware, Tam said. IDG Ventures is expected to invest in 30 to 35 Vietnamese companies by 2010. *tam_le@idgvietnam.com*

IDG Ventures gets top billing in China

IDG Ventures was named top foreign venture capital firm in China in 2003, according to China Venture Capital Annual Ranking 2003, released by Zero2ipo-China. Zero2ipo-China also named **Zhang Suyang**, a general partner of IDG Ventures, the leading foreign venture capitalists in China in 2003. IDG Ventures is the first U.S. venture capital company to enter the Chinese market and provides a variety of value-added services and in-depth support to entrepreneurs in China's high-tech industries. *suyang_zhang@idgvc.com.cn*

To submit short news briefs from your business unit write to world_update@idg.com.

one on one the interview

Pat Kenealy
The CEO of IDG is this week's columnist. Reach him at pk@idg.com.

"Want to feel more optimistic? Ask a customer or prospect, "How can IDG help you capitalize on the coming cyclical recovery in IT spending?"

What's on your mind?

*You are invited to send suggestions for columnists you would like to see on this page. Questions for all columnists, including regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Please send your questions to world_update@idg.com.*

Q You have spoken in this space before about the importance of business units moving from a free to a paid-content Web strategy. Can you outline your basic argument and any thoughts you might have about transitioning readers to this new model?

A First, define "free." Most truly free Web content these days is non-profit content created by individuals and non-profit organizations. Much of what Web readers think of as "free" content is actually ad-sponsored content (like Google, Yahoo, Disney.com, etc). Readers get "free" content by giving some attention to banner, pop-up and other advertising. Most IDG online units use this circulation strategy on the Web. Many Web publishers — including some IDG units — now require readers to exchange some registration data to receive content, and others now require users to pay subscription fees to receive content. There are now profitable examples all over the world for each strategy.

I'm not for or against free content. I'm just trying to encourage IDG business units to pick Web circulation strategies that match their markets. Most Web markets are in their very early days, and IDG publishers need to listen hard to their customers and do what is in the customers' and IDG's best long-term interests. Free Web circulation is popular today, but I predict that worldwide, in tech and all media, registered and paid Web circulations will gain share because they are better-suited to registered and paid subscription models.

Q Why have we let both CMP and Ziff beat us to market in the U.S. with digital home/lifestyle-type titles and/or trade shows? Is this a market IDG does not plan to enter in the U.S.?

A IDG doesn't enter every market in the U.S. first. The digital home trend is a global one and we'll treat it as such. There were already half a dozen small digital home/lifestyle/gadget magazines in the U.S. when IDG first looked at it a year ago. CMP's and Ziff's announcements don't change the landscape for us. I don't think their magazines will either. We've waited in the U.S. because our publishers there, and the headquarters team think we have time for more research — right concept, right team, right market moment. The U.S. market is growing, and the barriers to our entry there are falling.

Q There seems to be increasing talk about a brightening outlook in the IT industry these days. Do you see this translating into improved ad sales for our publications? Do you expect that print advertising will ever fully recover to its former levels?

A The IT outlook is definitely better in the U.S., and our U.S. titles are reporting stronger ad sales. In Europe, the recovery will probably start later this fiscal year or early in the next. I'm not sure print IT advertising will be at "bubble" levels in the foreseeable future but it will be stronger than in the past few years. How should we respond to a gradual print recovery? We all need to keep our fundamental costs matched to our print ad revenue levels, and we need to push all our non-print revenue streams. Where we've done this — with Web advertising sales efforts, and circulation price increases, for example, we've had great results.

Q Can you give us an idea of where IDG stands today vs. this time last year? Are you feeling optimistic yet?

A Overall, IDG was slightly more profitable in Q1 (ending 12/03) of this fiscal year than it was during the same quarter a year ago. U.S. publishing profits were up on flat revenues. IDC profits were up on higher revenues. Non-U.S. publishing profits and World Expo profits were both down on lower revenues. Q2 '04 will be the toughest quarter of the year for us. Worldwide, our managers are forecasting tough revenues and profits for Q2 and better results for Q3 and Q4. This is IDG's long-time historical pattern, but we must all be extra careful on expenses this year. I see two reasons for optimism: 1) There were lots of proposals for new projects at last month's IDG business unit Operating Review Board meetings. 2) The IDG customers I've been visiting have lots of ideas about what IDG can do to help them boost sales as IT budgets open up around the world. Want to feel more optimistic? Ask a customer or prospect, "How can IDG help you capitalize on the coming cyclical recovery in IT spending?"

Q Some of IDG's latest print launches (*CSO* and other CXO projects in the U.S., *ZOOM* in the Netherlands, for example) aim at audiences for whom technology is important but is only one piece of their job toolkit. Given IDG's history of deep-sixing business lines that venture outside of our IT-only focus (e.g. IDG Books), those of us involved in these launches are putting our careers on the line. I'd be interested to hear your thoughts on the subject.

A IDG produces many products for many users in

continued on page 7

Beat development tips

IDG News Service Editor **Elizabeth Heichler** cited No Train, No Gain: Training for Newspaper Journalists (www.notrain-nogain.org/) as a key resource for both reporters and editors. Steve Buttry, writing coach for the Omaha (Neb.) *World-Herald* posted the following beat-development tips on the site:

- Ask lots of dumb questions.
- Confess your ignorance.
- Learn the jargon.
- Be curious.
- Develop files.
- Find stories to work on quickly.
- Use each story as a chance for long-range learning.
- Follow up with your sources.

Beat ingredients

News Editor **Don Tennant** described *Computerworld*'s corporate security beat.

Corporate security and privacy policies and procedures

- Compliance with U.S. and international laws
- Acceptable-use policies (employee monitoring)
- Access control (including biometrics and authentication)
- Intellectual property protection

Chief security officer/chief information security officer management issues

- CSO/CISO role in the corporate hierarchy

Internet and software vulnerabilities

- Worms, viruses, distributed denial-of-service attacks
- Intrusion detection

Security products and vendors

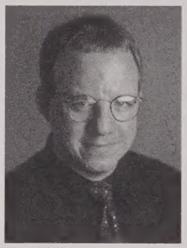
- Antivirus, access control, encryption

Beats

continued page 1

you can and get as many business cards as you can while you're there," he said. "Make site visits to both user and vendor organizations. Get contact names from stories in competing publications, and develop relationships with those people so that they become more inclined to talk to you than to your competition."

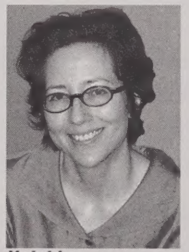
Once the preparatory work is done, Heichler recommends creating a tickler file to keep on top of news and scoops and get a sense of the product development roadmap. "What have the major players said they're going to do? Have they done it? If not, why not?"



Thibodeau

Reporter **Patrick Thibodeau**, who covers enterprise vendors and outsourcing for *Computerworld*, said information strengthens his relationships with industry contacts. "Information is currency, and good source development is a two-way street," he said. "Sometimes you have to trade — sharing a perception on a market trend or passing along an interesting piece of data, all with the goal of getting the source in an ongoing dialog on topics of mutual interest. Sometimes I just send e-mails to folks about an interesting opinion column I may have read or a statistic gleaned from an analyst report, all with the goal of developing a relationship."

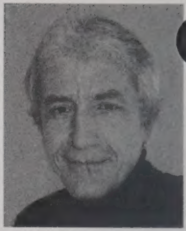
The editor's role



Heichler

Beat development is also part of an editor's job. Heichler said she annually asks IDG News Service reporters to complete a beat assessment worksheet (see box at right). "I ask them to define their beat and its scope, who the key players and major vendors are, what the leading issues are. You can quickly figure how well someone has a handle on their area by their answers, and we build our development plan from that."

Tennant said he starts by providing reporters with a clearly defined written beat description (see sidebar at left) so the reporter has no doubt what he or she is supposed to be covering. "I also feed story ideas to the reporters so they know what sorts of stories I'm looking for in that beat," he said. Editors also need to be aware that beats change and evolve along with changes in the market and the technology. "If you still have a reporter covering OS/2, it might be time to give that a rethink," he said.



Tennant

Some beats naturally overlap, Tennant added, so there must be a culture of open communication so reporters take the initiative to let their colleagues know when they're working on a story that crosses into another beat, which may result in two reporters collaborating on a story. "I'm the traffic cop who looks out for potential beat crossing and makes sure the communication is there," he said.

When it comes to assigning a beat to a reporter, Tennant said experience and talent are the key considerations. "The most important, highest-profile beats — the ones that are really core to the publication — go to the most experienced, most talented reporters." After that, he said he tries to match the beats to the reporters' background and interests and make sure the reporter is "really pumped up about the assignment. If he's not, don't give it to him. It'll come back to haunt you with poor performance and missed stories."

Switching beats can sometimes prove problematic for both editors and reporters. "People do burn out and want to do different things," Heichler said. Changing assignments around depends how large the staff is and how flexible people are. "We're a little more generalist here at the News Service, while at the publications people get more wedded to their beat."

Tennant said that changing a beat at *Computerworld* can have a ripple effect that makes it necessary to shuffle other reporters' beats around, "so it's not something that can be done on a whim. That's why it's essential to clearly define the parameters at the beginning, so the reporter knows what he's getting into."

Go to this article on www.idgworldupdate.com for two worksheets on beat assessment and beat development that can help reporters and editors work in tandem to improve beat coverage.

Putting a fresh writer on a beat can have a positive effect, however. "Longtime beat reporters can get too close to their speciality, develop blind spots and miss interesting stories," *Computerworld*'s Thibodeau said. "That's a new beat reporter's edge — a fresh approach can make up for a lot."

Write to elizabeth_heichler@idg.com, don_tennant@computerworld.com, patrick_thibodeau@computerworld.com and ephraim_schwartz@infoworld.com. WU

March 1, 2004

Payroll Administrator (CSG)

IDG's Corporate Services Group is currently seeking a Payroll Administrator to join their team. Reporting to the Payroll Director, the individual in this position will be responsible for the timely completion and submittal of payrolls for several multi-state business units as well as working with divisional Human Resources staff on the administration of compensation, benefits, and personal information changes/transactions. The successful candidate have at least 2 years of experience and will be able to demonstrate a working knowledge of payroll practices, processes and procedures. Excellent customer service and organizational skills are also necessary along with familiarity with Excel and PeopleSoft and the ability to work in a very fast-paced team environment. ADP payroll knowledge helpful. Prior experience in human resources, reporting, and working in an employee self-service environment a plus.
Location: Framingham - MA
Contact: jcjobs@idg.com, Email: jcjobs@idg.com

Editor in Chief (CXO)

The EDITOR IN CHIEF will work with the Editorial Director to develop a new monthly print publication for a niche of C-level executives, creating an in-depth resource that addresses readers' work-related information needs and helps them do their jobs better, to the benefit of their enterprises and their careers. Working with the Editorial Director, the EDITOR IN CHIEF will hire a top-notch editorial staff and develop them into a cohesive team leading toward the launch. Previous experience as a chief editor is strongly preferred; familiarity with business and information technology a plus. Candidates should have an excellent editorial management track record and must demonstrate experience producing top-quality editorial products. Other key attributes: strong leadership qualities, an ability to synthesize readers' expressed needs into a clear publication vision and mission, and great communication and collaboration skills. ***Location: Framingham – MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Publicist (CXO)

CXO Media is seeking an experienced publicist to join its News & Information team. The publicist will be responsible for executing publicity campaigns for CXO Media magazines, proprietary research programs, and executive-level conferences. Responsibilities include: placing CXO Media spokespeople with external media outlets; maintaining existing spokesperson bookings with TV networks; securing magazine-related stories in target media; managing contractors and vendors; managing media contact databases and other PR tools, including CXO Media's online News Bureaus; writing/editing news releases, pitch letters, biographies and other PR materials; distributing news releases to media; placement retrieval and internal reports. The ideal candidate will be knowledgeable about technology, security and business, and will be comfortable working with editors, producers and news media crews. Requires a minimum of five years experience in public relations, plus editorial contacts at technology, business and/or consumer outlets (print, radio, online, TV). Position requires ability to interface with senior executives, excellent communication and organizational skills. MS in journalism or communications preferred. Candidates should be adept at online research and working with Nexis, MS Word, Filemaker Pro, PR database software (i.e., Mediamap), Quark. Position reports to VP News & Information. ***Location: Framingham - MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

West Coast Sales Manager (GMG)

IDG Entertainment, the world's premier interactive entertainment publisher for multiplatform gaming and entertainment enthusiasts, and the publisher of GamePro magazine, GamePro.com, Code Vault magazine, and the IDG Entertainment Industry White Paper have an exciting opportunity for a West Coast Sales Manager. Responsibilities include selling GamePro and Code Vault magazine print and online properties, developing relationships with existing and prospective clients in the electronic entertainment and non-endemic consumer categories, as well as developing new business. Must be a talented sales professional with 5-7 years proven experience in a sales, publishing, ad agency or media environment. Qualified candidates must be highly organized, highly motivated, detail orientated, self starting with a strong customer service approach and must have the ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of MS Office. In addition, candidates with video or PC game interest or knowledge of the industry are preferred.
For consideration, please e-mail cover letter and resume to jobs@gamepro.com. You MUST reference Sales Manager in the subject line. IDG Entertainment is located at City Center Oakland, one block from the 12th Street BART station.
Location: Oakland - CA
Contact: L. Hess, Fax: 510.768.2705, Email: jobs@gamepro.com

Product Manager, Marketing Team, Hardware Research (IDC)
IDC is seeking a highly motivated, take-charge product marketing professional to drive revenue and profit growth by validating, identifying and implementing new product ideas that are market-driven and customer-focused. The individual will work closely with customers, management, sales/marketing and analyst teams to develop, manage and implement product, pricing and packaging strategy for the hardware research group and develop and enhance existing product development, business management and business development tools and processes. The individual will be joining a team of marketing professionals within the Hardware Research Group and will also be connected to a network of marketing professionals across IDC. See idc.com for full description. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Sales Manager, Enterprise Sector (IDC)
IDC's Enterprise Sector Group is seeking a Sales Manager who will focus on selling IDC's research products to enterprise sector clients primarily on the West Coast. The Sales Manager position will be responsible for approximately $1.5 m (full year) in renewals and new business responsibilities focusing on the Hardware, Networking, Communications and Semiconductors sales accounts in the western region. As a member of a collaborative team, the Sales Manager will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. ***Location: Mountain View – CA***
Contact: Email: idc_jobs@idc.com

Sr. Human Resources Generalist (IDC)
IDC is seeking a strong individual contributor who is highly organized, flexible and decisive. If you are a high energy HR generalist who has supported a client group alone or in a team setting please read on. The person for this role must have at least 5-8 years of HR generalist experience with the ability to independently handle all recruiting, assimilation of new hires, general payroll, benefits and customer service issues, as well as ER and general performance management. This person should have strong recruiting experience as well as be detail oriented and able to manage multiple projects at one time. This role requires a Bachelor's degree, superior written and verbal communication skills and proficiency with Microsoft Office applications and Peoplesoft. This is a 30 hour a week position which can be accomplished in four full days or five shorter days.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Senior Marketing Specialist, Life Science Insights (IDC)
Life Science Insights, an IDC company, is seeking a dynamic Senior Marketing Specialist to join the Life Science Insights' marketing team. The focus of the marketing team and this position is to execute programs that will promote Life Science Insights' research and drive additional revenue to the group. The marketing team will be challenged with launching new programs with support from Life Science Insights and IDC analysts and sales. The Life Science Insights practice analyzes the convergence between IT and the emerging life sciences market.
Please see idc.com for a full description. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Accounting Coordinator (PCW)
The Accounting Coordinator is responsible for processing accounts payable for multiple business units, and sharing the advertising billing duties for InfoWorld. Duties include preparing invoices, expense reports and check requests for batching to IDG; researching payables questions; maintaining invoice files; entering orders, preparing reports and maintaining good relationships with employees, IDG and vendors. Candidates should be organized, detail-oriented, and able to adhere to strict deadlines. Ideal candidates will have strong communication skills and fearlessness in requiring that all documentation meets established standards. At least one year of accounts payable experience or equivalent and solid MS suite computer skills are required. ***Location: San Francisco – CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

How to woo Web subscribers

At last year's PC World product line meeting in Tokyo, IDG Germany Group Publisher **Stephan Scherzer** shared these tips on the lessons his group learned in launching subscriber-only site sections.

Promotion

- Use the print magazine to promote online subscriptions.
- Give discounts for online subscriptions to your print subscribers.
- Provide different subscription periods (monthly, quarterly, yearly).

Content and audience

- To avoid traffic loss in the free area of the site, try not to close existing content areas if possible.
- Support community aspects within the subscription area.
- Find partners that can supply extra content or services (eBooks, free e-mail accounts).

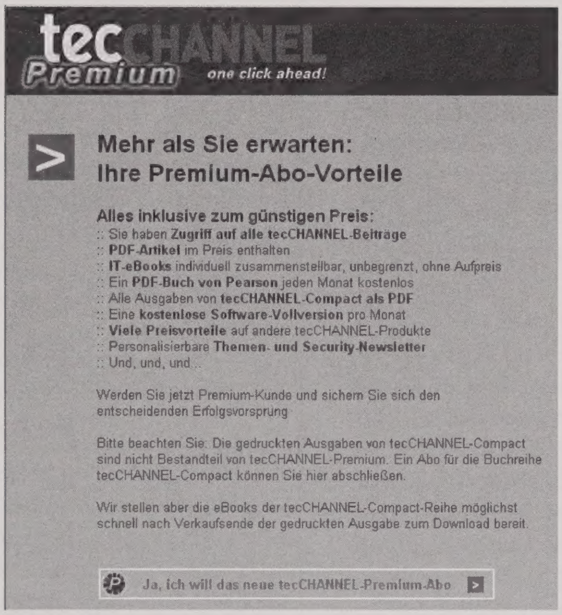
Integration

- Include a Web tour to demonstrate the subscription features.
- Make the subscription process easy to understand and use.
- Do not hide content in the subscription area from those reading the free areas of the site but regularly use that content to point out the benefits of subscribing.

Write to Stephan Scherzer at stscherzer@idgmagazine.de.

Subscriber areas

continued from page 1



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tecChannel in Germany has had a subscriber section since September 2002.

Readers who complained via e-mail were sent personalized responses explaining why areas of the sites had been closed. "Most of them were surprised that the Internet is so expensive," Klinkenberg said, "and many said they were willing to pay." Among tecChannel's expenses are payroll for 23 employees, server costs, office rent and author fees.

While the lack of advertising in the premium sections could be construed as a lost-revenue opportunity, Klinkenberg said it does not currently make sense to offer ads to premium customers. "The traffic is too small if you compare tecChannel's 3,800 premium subscribers to its 350,000 unique visitors. Page-impression count offers the same picture: 200,000 per month in the premium section and 6.5 million in the free area. It's a big benefit for the premium subscribers to have an ad-free site, and they're willing to pay for that. You have to find a way to balance the traffic and content for the free area in order to sell ads there and offer additional content in the premium section. We closed most of the Macwelt.de free areas. Only 30% of the content there is free now and the rest premium-only."

He added that in some instances members feel proud to be in an exclusive club, especially at *Gamestar*. Some subscriber sections are tagged "For Members Only," and free areas are used to promote the premium sections.

Write to Frank Klinkenberg at fklinkenberg@tecchannel.de. WU

IDG Germany subscriber areas

Gamestar (www.gamestar.de)
- Premium subscriber section launched: April 2002
- Number of subscribers: 6,000
- Fee (monthly): 3 Euros (for print subscribers) to 4 Euros (non-print subscribers) [US$3.75 to $5.00].
- Services offered: No advertising, free issue archive, free e-mail account, screenshot galleries, personalized home page, chat community, reader opinion polls, weekly Gamestar-TV news in video format.

Macwelt (www.macwelt.de)
- Premium subscriber section launched: May 2003
- Number of subscribers: 2,500
- Fee (monthly): 2.50 Euros ($3.10) for print subscribers, 3.50 Euros ($4.40) for online-only subscribers ; 25 and 35 Euros for a yearly subscription ($31.25 and $43.70).
- Services offered: Exclusive news, articles and test reports; free PDF issue archive; e-newsletters, free monthly premium (such as an eBook)

PC-WELT (www.pcwelt.de)
- Premium subscriber section launched: August 2003
- Number of subscribers: 1,700
- Fee (monthly): 4 Euros ($5.00); 35.88 and 41.88 Euros for yearly subscription ($44.84 and $52.30).
- Services offered: No advertising, free PDF issue archive, exclusive articles, article and test result PDFs, monthly eBook, software downloads, access to online dictionary of 10,000 IT words licensed from German publisher Bertelsmann.

tecChannel, a site for tech-savvy news, reviews and IT industry trends (www.tecchannel.de)
- Premium subscriber section launched: September 2002
- Number of subscribers: 3,800
- Fee: Monthly, quarterly or yearly subscriptions available and range from 60 to 80 Euros ($75.00 and $100).
- Services offered: No advertising, 25% of the content is exclusive to subscribers; free PDF archive of print issues, PDF downloads of all articles, eBook generation, screenshot galleries, personalized home page, monthly PDF eBook from Pearson Education, monthly software downloads, access to online dictionary of 10,000 IT words licensed from German publisher Bertelsmann.

What's happening at your site?

IDG World Update would like to share tips on what's working at business units worldwide. If your business unit is testing subscriber-only sections of Web sites or other kinds of paid online content models, send a brief description to world_update@idg.com and the editors will follow up for a possible profile.

noteworthy people

Volkman

KEVIN BURNS

Kozaryn

Promotions

IDC Sales Director **Kevin Dunne** has been promoted to VP, Global Financial Sales. "In his five years at IDC, Kevin has focused his efforts on IDC's 'non-traditional' client base, principally financial industry clients, as well as other IT user or non-vendor companies," said **Brad Thorpe**, group VP/Enterprise Sales. "He ended his first year at IDC as the Sales Rookie of the Year and has had an outstanding record of achieving or exceeding his personal and team goals since. In 2002, Kevin took on sales management responsibility for the new Major Financial Accounts sales team. At the start of FY04 the charter of this group increased to Global Financial Sales to leverage the success and experience that Kevin and his group had gained to further build the business with increasingly global and even non-U.S.-based financial institutions. Kevin was inducted into the IDC Top Gun President's Club in 2003 for sustained sales achievement." *kdunne@idc.com*

New employees

Eric Volkman has joined IDC's Prague office as publications manager. He was recently business editor at the *Prague Post*, an English-language newspaper. A New York native, Eric studied history at Susquehanna University in Selinsgrove, Pa. He has played bass guitar since the age of 15, most recently with a rock band called The Joint (www.thejoint.cz/band.htm) and has written two screenplays "that unfortunately no one significant has ever showed the slightest interest in reading." *evolkman@idc.com*

IDG's Financial Accounting group has hired **Ed Kozaryn** as staff accountant. He previously worked as a subcontractor tax analyst for Teradyne, Inc. and holds a B.S. in accounting from Castleton (Vt.) State College. Away from his desk he enjoys mountaineering and rock climbing. *ed_kozaryn@idg.com*

Rajeev Pattni joins IDC Framingham's Global Access Group as an analyst account manager, coming from Allprints Interactive, LLC where he was vice president. He attended Babson College in Wellesley, Mass., and received a B.S. in business administration with concentrations in marketing and management information systems. He is a Boston sports fanatic and enjoys skiing, tennis and travel. *rpattni@idc.com*

Billie Sutherland is the newest sales associate in PC World's Irvine, Calif., sales office. She has held office manager titles at Superior Jig, Ranks.com and Grainger Advertising and has worked at several law firms as a legal assistant. She holds an associate's degree and general and legal secretary certificate from Cypress College in Cypress, Calif. In She enjoys ice skating, skiing, and playing with her pets. *billie_sutherland@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Words to work by

The following mottoes displayed in the homes and offices of well-known personalities were culled from a list collected by IdeaBank (www.idea-bank.com).

World Update is interested in finding out what mottoes or sayings adorn the walls of IDG cubicles and offices. Send yours to world_update@idg.com for possible inclusion in an upcoming feature.

A desk is a dangerous place from which to view the world.

— this quote from British novelist John Le Carre was framed in the office of Louis Gerstner when he was chairman of RJR Nabisco and later IBM

A leader is best when people barely know he exists; not so good when people obey and acclaim him; worse when they despise him. But of a good leader, who talks little, when his work is done and his aim is fulfilled, they weill say: "We did it ourselves."

— adapted from a quote by Lao-Tzu, the 6th century B.C. Chinese philosopher and founder of Taoism, that was embossed on leather folders given to top executives at Capital Cities/ABC by company president Daniel Burke.

A fool and his money are soon invited everywhere.

—sign in the office of Berkshire Hathaway CEO Warren Buffett

Cause something to happen.

— football coach Paul "Bear" Bryant

You ain't learning nothing when you're talking.

—sign on the wall of U.S. President Lyndon B. Johnson when he was a U.S. senator

Maintaining control

The <Ctrl> key is a keyboard mainstay, used in combination with other keys to issue commands and, far too often, to give your computer the three-finger salute (<Ctrl>-<Alt>-<Delete>). Turns out, the key is a holdover from the teletype terminal days. Back then, pressing a "control code" initiated some physical operation that didn't involve printing characters. <Ctrl>-G would ring a bell, for example, while <Ctrl>-M would kick off a carriage return. When teletype gave way to computers, the Control key name stuck. Good thing, too. Who would want a PC that was out of control? *— as reported by PC World Contributing Editor **Steve Fox** in the January issue*

Museum of Science passes available

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes that are available to employees. The free admission is for regular exhibits only. Anyone from the Boston area or those planning to visit should write to world_update@idg.com and provide name, business unit address and number of passes needed.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Anne-lise Wang *IDC Nordic*

16

Miklos Cocron *IDG Germany*

15

Evilee Thibeault *Network World*
Martin Fältström *IDG Sweden*
John Pickett *IT World Canada*
Ursula Istavrinos *IDG Germany*
Fatima Ruiz del Olmo *IDG Spain*

14

Istvan Biro *IDG Hungary*
Thomas Wilms *IDG Germany*
Sabine Terras *IDG France*

13

David Wren *IDG U.K.*
Reinhard Prasse *IDG Germany*
Berit Ellegaard *IDG Denmark*
Krisztina Selmeczi *IDG Hungary*

12

Frances Whalen *IDG Research Services*
Ousmane Keita *IDG Czech*
Michalina Nowakowska *IDG Poland*
Anders Lotsson *IDG Sweden*
Elga Legranzini *IDG Italy*

11

Eva Pechova *IDG Czech*

10

Gisela Wilson *IDC*
Stefan Kaczmarek *IDG Poland*
Peter Vermeulen *IDC Benelux*
Jens Stark *IDG Switzerland*

9

Martin Fatun *IDG Czech*
Damian Sicking *IDG Germany*
Fabrice Dalongeville *IDG France*
Márta Rácz *IDG Hungary*

8

Eric Knorr *InfoWorld*
Ephraim Schwartz *InfoWorld*
Alan Tang *IDC Hong Kong*
Magdalena Józwiak *IDG Poland*
John Tan *IDG Singapore*
Pia Ylinen *IDG Sweden*
Camilla Lindvall *IDG Sweden*
Enrico Zambetta *IDG Italy*
Thomas Cloer *IDG Germany*
Carlos Chenel *IDG Spain*
György Gazdag *IDG Hungary*
Tom Field *CXO Media*

7

Cort Isernhagen *IDC*
Nobuo Iehara *IDG Japan*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*
Héctor Piña *IDG Venezuela*

6

Ivan Novotny *IDG Czech*
Wayne Hetherington *IDC*
Sarah Osborne *IDG Global Solutions U.K.*
Agnieszka Switkowska *IDG Poland*
Antoni Bielewicz *IDG Poland*
Sofia Thorsson *IDG Sweden*
Erik Kolrengen *IDG Denmark*

5

Jon Seff *Mac Publishing*
David Tapper *IDC*
Caroline Brooks *IDG Global Solutions U.K.*
Lorraine Lim *Computerworld Singapore*
Anders Emretsson *IDG Sweden*
Sandrine Chiloti *IDG France*
Charlotte Andersen *IDG Denmark*
Chris Brown *CXO Media*

4

Stephen Athan *IDC World Expo*
Melissa Utter *IDC*
Timothy Grieser *IDC*
Juan Orozco *IDC*
Lucie Draper *IDC*
Fabio Renato Borges de Barros *IDG Brazil*
Hanne Tuomisto *IDG Global Solutions U.K.*
Toshio Tawara *IDG Japan*
Lina Vikman *IDG Sweden*
Maarten van Hage *IDG Netherlands*
Patrick Val *IDG Netherlands*
Ferry Waterkamp *IDG Netherlands*
Hansjörg Honegger *IDG Switzerland*
Amedeo Novelli *IDG Italy*
Dieter Müller *IDG Germany*
Zoltán Taute *IDG Hungary*

3

David Lake, Jr. *PC World*
Bushra Khalid *IDG*
Andrea Patterson *IDG List Services*
Kristina Ternenyova *IDG Czech*
Alex Mlejnsky *IDG Czech*
Marie Louise Hasbo *IDC Nordic*
Rana Hobbs *IDC*
William Stofega *IDC*
Jirou Arai *IDG Japan*
Ki-Seok Ha *IDC Korea*
Torben Pedersen *IDC CEMA*
Johan Modig *IDG Sweden*
Koen Zijm *IDG Netherlands*
Ruth Klumpp *IDG Switzerland*
Beat Rüdt *IDG Switzerland*
Kaori Yamaguchi *IDC Japan*
Sabine Anegg *IDG Germany*
Scott Bartley *IDG New Zealand*
Benoit Huet *IDG France*
Virginie LeConte *IDG France*
Kristen Qiu *IDG China*
Jamila Yahia *IDC France*
Zachary Sullivan *Network World*

2

Jaroslav Dammer *IDG Czech*
Jawad Bajwa *IDC U.K.*
Sandy Low *Computerworld Singapore*
Francesco Falone *IDG Switzerland*
Volker Richert *IDG Switzerland*
Ileana Collarile *IDG Italy*
Pia Toftdal Rasmussen *IDG Denmark*
Dora Yang *IDG China*

1

Marc Laporte *IDC France*
Pavel Mondschein *IDG Czech*
Kwang-Jin River Jung *IDC Korea*
Soo-Yong John Kim *IDC Korea*
Carol Wong *Computerworld Malaysia*
Mikael Zackrisson *IDG Sweden*
Jenny Ljungberg *IDG Sweden*
Anja Laubstein *IDG Germany*
Lily Liu *IDG China*
Vivian Cao *IDG China*
Dániel Biro *IDG Hungary*
Kornélia Zámbó *IDG Hungary*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Pat Kenealy

continued from page 3

many media in many countries, but IDG sticks to one mission: providing the best "information on information technology." The mission gives us focus and strategic discipline, while varying media and geographies helps us grow and serve our readers. Over time, IDG has reinterpreted this mission to include new technologies and audiences as old technologies faded and old buyers lost influence. Our mission embraced new technologies such as minicomputers, PCs, video games, the Internet, bio-IT, and now, the digital home. It also embraced new information technology buyers from CIOs (we invented the term) to video gamers and webmasters. All these readers have interests beyond hard-core IT, but if they have buying influence we can and will produce products for them.

celebrating 10!

Name
Ji Maoyuan

Home
Beijing

Joined IDG
December 1992

Career path
First as a reporter and an editor of *China Computerworld,* and then working at the Exhibition Department of China Computerworld Publishing & Service Co.

Current title
General Manager of the Exhibition Department of China Computerworld Publishing & Service Co.

What's kept you at IDG for 10 years?
The working environment where I can always learn new things and obtain joy at the same time.

Most challenging part of your job
Thinking of new themes for different expos.

Best way someone could compliment you on your work?
Say that I am one of the best IT expo managers in China because I've accumulated a lot of experience and established good relationships in industry and academia.

What talent do you wish you had that you don't have?
Being better at persuading my boss.

Interests outside the office
Reading and listening to music.

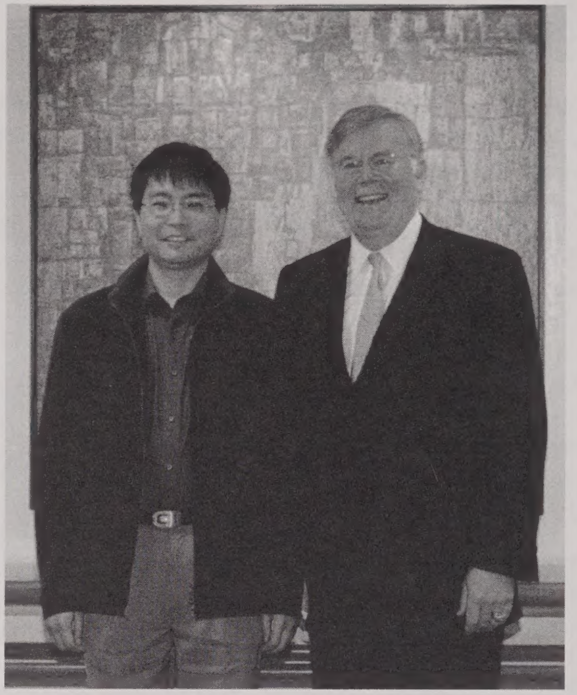
Family
My wife, Zeng Xiaojuan, and I have a son, Ji Chen, 15.

What did you want to become when you were a child?
A writer.

If you won the lottery tomorrow, you would
Donate half to a charity organization and use the other half to set up a fund under my name to help those in need.

Favorite vacation spot
Hawaii.

Favorite movies
Saving Private Ryan and *Roman Holiday*.



***Ji Maoyuan** celebrated more than a decade of service to IDG during a lunch with IDG Chairman **Pat McGovern** in Beijing.*

Retirement dreams
In spring and autumn, I will go traveling; in summer, I will mow the grass and cultivate flowers in my courtyard; in winter, I'll go to Hawaii to get some sunshine.

Manager's profile
"In addition to his IDG role, Ji Maoyuan is vice chairman of the Beijing International Exhibitions Association. Since his organization of the first international computer expo in May 1993, he has organized almost 100 expos and conferences in the IT industry. He not only helps build the brand "China Computerworld Expo" but also develops other expos in such fields as fiber network, VoIP, eHR, and wireless mobile. He could be considered one of the most elite managers in the IT expo field in mainland China. In addition, he is a good manager and is very creative."

— Chen Mei,
vice president of China Computerworld Publishing & Service Co. and Publisher of PC World China

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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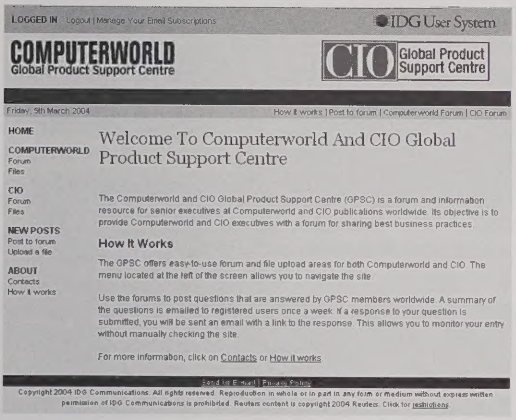
WWW.IDGWORLDUPDATE.COM

CIO, *Computerworld* get online information sharing resource

Password-protected site lets members share expertise, documents, images


LOGGED IN Logout | Manage Your Email Subscriptions
IDG User System
COMPUTERWORLD
Global Product Support Centre
CIO
Global Product Support Centre
Friday, 5th March 2004
How it works | Post to forum | Computerworld Forum | CIO Forum
HOME
COMPUTERWORLD
Forum
Files
CIO
Forum
Files
NEW POSTS
Post to forum
Upload a file
ABOUT
Contacts
How it works
Send Us E-mail | Privacy Policy

Welcome To Computerworld And CIO Global Product Support Centre

The Computerworld and CIO Global Product Support Centre (GPSC) is a forum and information resource for senior executives at Computerworld and CIO publications worldwide. Its objective is to provide Computerworld and CIO executives with a forum for sharing best business practices.

How It Works

The GPSC offers easy-to-use forum and file upload areas for both Computerworld and CIO. The menu located at the left of the screen allows you to navigate the site.

Use the forums to post questions that are answered by GPSC members worldwide. A summary of the questions is emailed to registered users once a week. If a response to your question is submitted, you will be sent an email with a link to the response. This allows you to monitor your entry without manually checking the site.

For more information, click on Contacts or How it works.

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Kudos go to IDG Australia Online developers ***Heidi Good**, **Gavin Sherry** and **David Kaye*** *for building the site, in addition to* ***Ben Gerholt**, IDG Australia's CIO and online director.*

Senior staff at *CIO* and *Computerworld* publications can now share ideas, post questions and exchange best business practices with colleagues around the world with just the click of a few keystrokes. The Computerworld/CIO Global Product Support Center (http://gpsc.idg.com.au/) is a password-protected Web site that allows members to communicate with one another via two interactive newsgroup-style forums. In addition, a file upload area serves as a repository for PowerPoint slides, PDF documents, images and other electronic materials that members may choose to share with one another.

According to **Mark Jones**, deputy managing director at IDG Australia and moderator of both the *Computerworld* and the *CIO* forums, the site's design reflects feedback generated at last October's CW/CIO GPSC meeting in New York. "Attendees there told us that while they felt many of the discussions would be relevant for both CW and CIO executives, they wanted to be able to generate dialogues around each specific publication." So, while the site requires only a single registration and members have access to all its resources, there are distinct forums and upload areas for each product line.

Participants are kept updated on discussions in which they are involved via an e-mail that is automatically generated when a colleague responds to a query posted on the Web site. The person who submits a response also receives an e-mail and when more than one response is submitted, all the people involved will receive e-mail notification. "Our approach is to keep all people interested in a discussion thread updated as the conversation progresses," said Jones, noting that this method has been used successfully on *Australian PC World*'s HelpScreen Web site (www.helpscreen.com.au) and for *Australian GamePro*'s Forums (www.gamepro.com.au). "People don't have to continually check the Web site. They are kept informed in near real-

continued on page 2

IDG sets up two units to focus on promising Vietnam market

IDG WORLD UPDATE

***Louis Nguyen** is heading up both IDG Ventures Vietnam and IDG Consulting Vietnam.*

IDG is looking to replicate the success it reaped in China, where it was the first U.S. venture capital firm in the country, in another of the region's "rising tigers." Vietnam represents a significant opportunity for IDG, said **Louis Nguyen**, who was recently named managing director of the first U.S. venture capital company in Vietnam — IDG Ventures Vietnam — and CEO of another new business unit, IDG Consulting Vietnam.

> *"In Vietnam, there are the three I's – IBM, Intel and IDG."*
>
> *— Tam Le, IDC Vietnam*

Based in Vietnam, IDG Ventures Vietnam is a US$100 million venture capital fund that will focus on identifying and investing in promising Vietnamese enterprises. San Francisco-based IDG Consulting Vietnam will advise and provide research to U.S. and Vietnamese companies looking to expand into each other's countries.

"The core focus is the investment side," Nguyen said, "but we feel there is an opportunity for a consulting group to capture strategic IT opportunities for Vietnamese and U.S. enterprises that want to enter each other's market. In order to set up shop in either market, you need research, analysis and local resources to guide you, and that will be IDG Consulting's role."

Nguyen said IDG Ventures Vietnam will follow the model of IDG Ventures China, one of IDG's five venture capital funds, which has enjoyed much success. Launched 10 years ago, IDG Ventures China gave IDG an early presence in the Chinese market and an "impressive" return on investment, thanks to the close relationship it devel-

continued on page 4

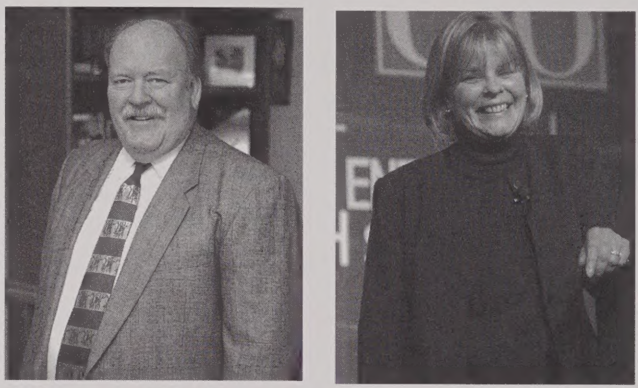
CW/CIO GPSC

continued from page 1

time by e-mail.”

While Jones said he is pleased with the initial feedback he has received about the site and noted that there have been some interesting questions posed and useful responses offered to date, if the site is to live up to its potential, colleagues in IDG's decentralized business units will need to get used to thinking about seeking and sharing help across companies. “This type of cross-company information sharing certainly happens frequently at the most senior levels among CEOs and VPs,” Jones said. “But what about the editors and publishers? Until now, these executives have not had a forum to brainstorm new ideas or benefit from the collective wisdom of IDG colleagues at other business units. For this site to become truly useful, people will need to start thinking outside their immediate circle of reports and begin asking whether someone in a different business unit or country can bring something to the table.”

> *“For this site to become truly useful, people will need to start thinking outside their immediate circle of reports and begin asking whether someone in a different business unit or country can bring something to the table.”*
>
> *— Mark Jones IDG Australia*



*The Computerworld/CIO GPSC project is driven by IDG Australia's Managing Director **Don Kennedy** and President Enterprise Division and Editor CIO, **Linda Kennedy**.*

***Mark Jones**, deputy managing director at IDG Australia (left) serves as moderator of both the Computerworld and the CIO forums. **Ben Gerholt**, IDG Australia's CIO and online director, was instrumental in the site's creation.*

Among topics currently being discussed on the site are:

- What are the hot topics for Computerworld in 2004?
- Does the user-paid online model work?
- The top 10 attributes of a good magazine cover.
- A look at InfoWorld's lead generation programs.

The file upload area includes a presentation given by International Publishing Services VP of IS **Morris Effron** detailing the strategy for developing IDG.net as well as a presentation detailing other content sharing activities.

Jones said his goal for the site is for CW and CIO senior managers to get to the point where they automatically think about using the GPSC to develop new business or editorial ideas. “It's one thing to cook up great ideas with a small team, and an entirely different proposition to leverage the brain trust of GPSC members around the world,” he said.

For more information contact Mark Jones at mark_jones@idg.com.au or visit the site at http://gpsc.idg.com.au/ to request a login and password.

WU

global roundup

IDG reaps four awards in min's competition
IDG had two winners and two honorable mentions in the 2003 min's Best of the Web Awards competition. All IDG participants were cited in the b2b category. The winners were *PC World* for Editorial Excellence and CXO Media for Online Community. Honorable mentions went to *Computerworld* for Integration with Print and *Network World* for Best Ad Presentation. This is the second year of the competition; last year *PC World* and *Network World* also took home awards.

***PCW* Brazil gets readership boost**
During the second half of 2003 the number of *PC World Brazil* readers increased 49% over the first half, of the year while *PCW*'s main rival, *Info Exame*, had an increase of only 5%, according to research firm Ipsos-Marplan's latest survey. There was also an increase in the number of readers in the 20 to 49 year old demographic (from 66 to 71%), which include the largest proportion of top decision makers. *PC World* had a readership of 90,000 for the period; current circulation is 12,000. Last October *PC World Brazil* introduced a new design and a variety of new sections. “Despite strong competition from a rival magazine, *PC World Brazil*'s readers started to realize the quality and care taken in preparing the most relevant information which is delivered in a sophisticated but easy to absorb format,” said IDG Brazil Country Manager **Dario Dal Piaz**.

one on one the interview

Mihaela Gorodcov

The general manager of IDG Romania is this week's guest columnist. She may be reached at mihaelag@idg.ro.

IDG Romania at-a-glance

Established 1993

Location Bucharest

Number of employees 24

Publications *PC World Romania, ComputerWorld Romania, NetworkWorld Romania,* white papers, Extras, *Tips & Tricks* (beginning this month), The IT Companies Data Map of Bucharest (distributed with the October issue of *PC World,* sponsored by various distributors and shows the locations of Internet cafes, service companies and other IT firms), and more.

Events
ROCS, a.k.a. Romanian Computer Show (a four-day event in November that is now the country's most important B2B event in the IT&C market; this year will be the 10th edition), Covergent Networks (annual; seventh edition in April) and many other smaller events (half-day) each month.

Web sites www.idg.ro, www.pcworld.ro, www.computerworld.ro, www.networkworld.ro, plus three e-newsletters: PCW (daily), CW (daily), and Network World (weekly).

Q How would you describe the Romanian IT publishing/events market?

A Very crowded. There are 10 information technology and communications (IT&C) monthlies, five bimonthly business publications, the dailies with a daily IT&C page and many other small competitors. There are more then six companies doing events. We are the market leaders due to several factors.

A couple of years ago we moved toward a services company model. We experienced — like everybody in our business — a decrease in pure advertising revenues, so we focused on providing various services, putting together events, special supplements, e-newsletters, and many others so that a client could spend money with us on various projects. At the end of the day we found out that the IT&C companies spent more money with us!

Even in tough times, as it was for us 2002, we continue to provide the best editorial and graphic quality of our publications. We were very focused on cutting costs, but it would have been a fatal error to lower quality. Mostly what I learned was: never panic and think to the future by putting the seeds of what I believe will be the right path for the company. You know **Pat McGovern**'s saying: "The best is yet to come!" And it is very true!

None of our direct publishing competitors organize events. There are many other companies doing events, but we have all the means to promote our events and one of the best structured databases. We are now being asked by important companies to do customized, single-theme events because they trust our audience database.

Also, we stay very close to the market. On different levels — not just sales — we have meetings with the IT&C companies in order to understand their needs.

Q IDG Romania just celebrated its 10th anniversary. How has the company has grown?

A We started 10 years ago with enthusiasm, intuition and very good connections and we tried to learn every day. Based on my experience as a journalist at *Science and Technology* magazine and an IT publication that I launched, I started this company as a joint venture with an American businessman. I produced the first issue of *PC World Romania* in my apartment, and I wrote all the articles but signed my friends' names in order to make it look like there was a big staff. I created the cover and sold five advertising pages so I had money for printing. The publication began to take off, and I hired two people in the first month. In October 1993, *Computerworld Romania* launched, and in May the following year, we launched *Telecom Romania* (now *Network World Romania).* In March 1997, my former partner wanted to leave Romania, so IDG took over his shares. Now we are an IDG business unit. Over the years I learned how to reinvent the company at a moment's notice, depending on market changes. What is for sure is that we are not in a boring and routine business! We had a significant growth in revenues and profits in 2003 compared to 2002. Most important, though, is that we've grown by having the right project (editorial, online, event, etc.) at the right moment and addressing the right companies. We have been very dynamic and very aggressive, in the best sense of the word.

Q What's your philosophy about special projects?

A We've done many special projects and they've all been successful. The idea is to explore niches and to target the project very precisely. For instance, in terms of events we did some dedicated to the professional verticals (like "ERP/CRM solutions for pharmacy chains"). We duplicated this strategy for our supplements and it worked.

Q Are you trying paid online content models?

A Not yet, but we are going to experiment with an exclusive section of our site. We will run a special subscription campaign for *PC World Romania* during the second half of the calendar year, and we shall have a special section on the site only for the subscribers. The readers are used to getting as much as possible free information on the sites. By August I will have more information about this campaign and its impact on our readers.

Q What keeps you up at night?

A Knowing that I should be less tough with myself. I always wonder "Did I make the right decision?" "Did I learn the right lesson from a specific issue?" I think these are usual dilemmas for every person with responsibilities. But, I always have at least three books at my bedside and try to read something to better understand how to have the patience and wisdom to deal with the issues that I face.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

Vietnam at-a-glance

www.theodora.com/maps
CHINA
Lao Cai
VIETNAM
HANOI
Hong Gai
Haiphong
Gulf of Tonkin
ASIA
LAOS
Vinh
Mekong
THAILAND
Hue
Da Nang
Qui Nhon
CAMBODIA
Nha Trang
Cam Ranh
Ho Chi Minh City
Mekong
Long Xuyen
Dao Phu Quoc
Can Tho
South China Sea
Gulf of Thailand
Con Dao
0 100 200 km
0 100 200 mi
www.theodora.com/maps

Population: 81,624,716 (July 2003 est.)

Languages: Vietnamese (official); English (increasingly favored as second language)

Literacy: 94%

Economy: GDP real growth rate -- 6% (2002 est.) Vietnamese authorities have moved to implement structural reforms needed to modernize the economy and produce more competitive, export-driven industries. The U.S.-Vietnam Bilateral Trade Agreement entered into force near the end of 2001 and is expected to significantly increase Vietnam's exports to the U.S.

Telephones: main lines in use -- 2.6 million (2000)

Telephones: mobile cellular -- 730,155 (2000)

Internet Service Providers: five (2000)

Internet users: 400,000 (2002)

– Source: 2003 World Fact Book of the U.S. Central Intelligence Agency

Vietnam

continued from page 1

oped with the Chinese government in working closely with and co-investing in local IT firms. "Being there early or first has its advantages," he said.

IDG Ventures Vietnam is the first U.S. technology venture fund in the country. "This makes us unique," Nguyen said, "and attracts attention and cooperation from the local government whose top initiatives for the country are technology, training and education. Our technology domain expertise, combined with our connections to key overseas Vietnamese technology leaders, are unique value propositions in driving forward."

Nguyen said that IDG Ventures Vietnam will look for IT companies that offer expertise in the areas of Linux open-source enterprise applications, software development and outsourcing, telecommunications and joint venture opportunities arising from a Bilateral Trade Agreement that opened up opportunities to U.S. technology companies to enter Vietnam.

> *IDG Ventures Vietnam is the first U.S. technology venture fund in the country. "This makes us unique and attracts attention and cooperation from the local government whose top initiatives for the country are technology, training and education."*
>
> *- Louis Nguyen, IDG Ventures Vietnam*

The consulting division will offer its services to both foreign and local firms. There are "attractive opportunities" for U.S. companies looking to enter Vietnam, according to Nguyen, but "there is not enough information on the market or the technology sectors, so they're not aware of the opportunities there. We are planning to offer research analysis on the local IT sector and access to local partners. In the other direction, we plan to assist leading Vietnamese companies in sales, marketing and expanding into the U.S. market."

Nguyen said that 65% of Vietnam's population is under the age of 25. "This young and highly literate workforce is a tremendous asset in both costs and intellectual properties. As companies are created, these young managers seek world-class management training in order to be globally competitive. IDG Ventures Vietnam brings not only the capital to support the growth but also implementation from the experience and best practices of what we've learned from the five funds within the IDG Ventures family." IDG Ventures has two funds in the U.S., one in Europe and now two in Asia. He added that the Vietnamese government has also expressed interest in management training, as well as in bringing IT domain expertise and training into the country.

IDG has a high IT credibility image in the local market, Nguyen said. "According to [IDC Vietnam Country Manager] **Tam Le**, in Vietnam, there are 'the three I's' – IBM, Intel and IDG. *PC World Vietnam* is very successful, and IDG's conference business is huge here. There is an incredible thirst for technology knowledge." *PC World Vietnam* was launched in 1997, and the conference group has been producing shows for 10 years.

Nguyen, who has 15 years of experience in venture capital, mergers and acquisitions, and operational roles at Silicon Valley IT firms, said he initially expects to divide his time between Vietnam and San Francisco until a managing general partner for IDG Ventures Vietnam is hired there.

IDG Ventures Vietnam will eventually have five managing directors, including a managing general partner who will be based in Vietnam along with a support staff of five to seven people. Nguyen said the key challenge will be finding Vietnamese-speaking people with venture capital experience, Vietnamese government connections, and the right operational and financial background. "It has been a challenging process finding qualified people. We'll have to do a lot of searching," he said.

For more information contact Louis Nguyen at louis_nguyen@idgventures.com. WU

PCW Vietnam moves to new office

PC World Vietnam, which launched in 1997, is published by the Hochiminh City Department for Sciences & Technology. The group recently moved to a new office at the following address:

291 Dien Bien Phu St., District 3
Ho Chi Minh City
Vietnam

Tel: +84-8-930-4324
Fax: +84-8-930-4338

Marketplace has classified ads

IDG World Update Online's Marketplace section has post-it-yourself classifed ads that can be accessed by IDG employees worldwide. Current ads include vacation rentals in Hawaii, Miami, northern and southern Maine and Cape Cod. Employees can also post For Sale, Wanted and Pen Pal exchanges. Go to www.idgworldupdate.com for more details.

IDG

March 8, 2004

Marketing Manager (Temporary) (BIO)
BioITWorld is seeking a dynamic and creative individual to join the Marketing team for a temporary three-month assignment (mid July through October). Individual will work closely with the VP of Marketing to implement the marketing plan, including event management, public relations, audience research, competitive research and marketing collateral. Individual will be primarily responsible for copywriting and design of marketing collateral including presentations, brochures, media kits, direct mail, email campaigns and advertising, as well as working with freelance graphic designers and printers. Qualified candidates will have 6+ years of marketing communications experience in high tech or publishing with demonstrated ability to work in a team environment, make timely and effective decisions, and achieve results! Effective communication skills and the ability to write and edit effectively is essential, as is proficiency with standard office and design PC applications, including Photoshop, Quark, and Microsoft Office. Print publishing experience a plus! ***Location: Framingham – MA***
Contact: Email: jcjobs@idg.com

Account Executive, Latin America (IDC)
IDC's Latin America Sales Group is seeking an Account Executive who will focus on selling IDC's market intelligence research and consulting products to new business prospects. The Account Executive will be responsible for developing an in-depth knowledge of IDC products and services and strong relationships with individuals across IDC. In addition the individual will need to attain quota goals in generating new revenues from new clients and building strategic relationships with the client base. Requirements for the position include 4-6 years demonstrated success in a professional services or information technology research outside sales position, strong aptitude to work collaboratively with IDC Sales, Research and Consulting, ability to set strategy to develop new business with IDC prospects. Spanish or Portuguese fluency is a must. The position requires 25% travel in the US as well as to Latin America. Knowledge of the IT and Telecom industries is required. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. Bachelor's degree or equivalent. Strong account management, and business development skills required. ***Location: Miami– FLA***
Contact: Email: idc_jobs@idc.com

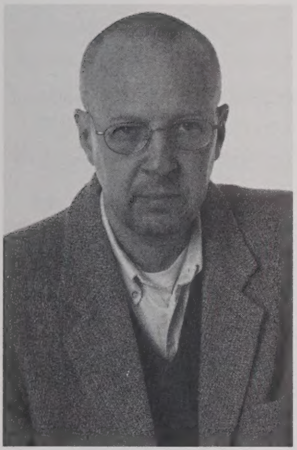
Human Resources Representative (IDG)
IDG is seeking a dynamic, team-oriented, motivated HR professional to join our team. This position will be responsible for HR generalist duties which include recruitment, employee relations, benefits counseling, as well as responding to employee inquiries about payroll and policies. You will also be responsible for the distribution and administration of benefits, report generation and analysis as well as special projects. The ideal candidate will possess a BA/BS degree or equivalent, 1-3 years HR experience and proficiency with Microsoft Office and Peoplesoft. Excellent organizational, verbal and written communication skills required. We are looking for an individual with a strong customer service focus, a "can do" approach, a desire to learn and grow as an HR Generalist, and a willingness to work in a high volume, fast-paced, ever changing environment.
Location: Framingham – MA
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Sales Assistant Part -Time (NWI)
Network World is seeking an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this part-time position you will work closely with and support the sales efforts of the Regional Sales Manager in our Irvine, CA office. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for Internet research, data base management, file management, fulfilling customer requests, and assisting co-workers as needed. The successful candidate will have excellent organizational skills, and a high attention to detail. Excellent communication and customer service skills a must. 3-4 years of previous experience in a sales environment, and must be proficient with Microsoft Office package. Familiarity with databases software packages will be a plus. 20 hours per week. Monday - Friday 8:30 a.m. - 12:30p.m. ***Location: Irvine – CA***
Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Performance Analysts (PCW) (2)
These Performance Analysts will develop and execute test plans and analyze results for a broad variety of PC hardware and consumer electronic products in the PC World Test Center. Qualified candidates will have a thorough understanding of PCs and Windows technologies and knowledge of digital devices, printers, displays, and/or graphics hardware technologies. Experience in a PC hardware or consumer electronics environment required. Performance evaluation and benchmarking experience a plus. Candidates should have a Bachelor's degree or equivalent experience. Excellent communication skills essential. Must be a team player! ***Location: San Francisco - CA***
Contact: U. Diehlmann, Fax: 415-546-1673, Phone: 415-974-7429, Email: ulrike_diehlmann@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Swedish IT training supplement tests new section



Having shepherded the supplement for eight years, ***Håkan Ogelid*** *has become something of an IT-training guru and writes a column for each supplement.*

Despite the market decline in ad sales in recent years, *Computer Sweden* is still reaping revenue from an IT training supplement that it has published since August 1996.

Computer Sweden UtbildningsGuide appears at the beginning of August and January to coincide with the start of the two-term educational system in Sweden. The target audience is buyers of IT training, be they IT professionals who want to create a program for end-user training within their company, corporate HR departments or IT professionals looking to upgrade their skills.

UtbildningsGuide
Allt om vårens kurser

During the heady days around the turn of the millennium, the supplement used to run 76 pages. Last year's two supplements were about half that in pages as well as revenue but still pulled in a respectable combined total of $270,000. The recent January issue followed the same track with revenue of $135,000.

The editorial section has always been about 12 pages, with original content focused on the latest IT training trends written by *Computer Sweden* staff and Managing Editor **Håkan Ogelid**. Having shepherded the supplement for eight years, Ogelid has become something of an IT-training guru and writes a column for each supplement. "We do a lot of thinking and research to keep the editorial content fresh," Ogelid said. Maintaining close contacts with the training companies to understand what users are asking for is essential, he added.

For the first time, the January supplement included a "Yellow Pages"-style section with IT training courses listed in 40 different categories (data communications, multimedia, Windows networking, project management, etc.). Companies pay a per-category fee to list their courses. The new section not only brought in revenue but piqued the interest of other companies that missed the January issue but now want to be included in the next supplement. There is also a section where training companies can advertise their catalogs.

Ogelid plans to broaden the content of the August issue beyond IT training and create a "competence supplement" that will include topics such as management training, group dynamics and marketing. Those topics will be covered both in the editorial and the Yellow Pages section. In addition, as a way to emphasize the connection between the supplement and the parent publication, companies that appear in the August Yellow Pages section will also receive ad space in *Computer Sweden* for one week and be positioned as "*Computer Sweden's* Competence Partner."

The supplement has a print run of 60,000. It goes to all *Computer Sweden* subscribers and is polybagged with newsstand issues. In addition, *Computer Sweden* is stepping up efforts to distribute the supplement at IT trade shows.

Write to hakan.ogelid@idg.se. The Web site is at http://utbildningsguiden.idg.se/Default.asp.

Coming up

Emerging Robotics Technologies and Applications Conference
An IDG World Expo/Robotics Trends event
March 9-10
Hyatt Regency
Cambridge, Mass.
www.roboticsevents.com

Bio-IT World Conference & Expo
Health-IT World Conference & Expo
March 30 – April 1
Hynes Convention Center
Boston
www.bioitworldexpo.com

Directions 2004
March 31
San Jose Convention Center
San Jose, Calif.
www.idc.com/events

Storage Networking World Spring 2004
April 5-8
JW Marriott Desert Resort
Phoenix
www.computerworld.com/events#snw

Directions 2004
April 7
Hynes Convention Center
Boston
www.idc.com/events

Computer World Expo/China 2004
April 7-10
Beijing Exhibition Center
Beijing
www.it-world.com.cn

Brazil Linux and Operating Systems Adoption Conference 2004
April 15
Blue Tree Hotel
Brasilia, Brazil
www.idc.com/events
www.idcbrasil.com.br

IDC Outsourcing Forum
April 19-20
Westin Essex House
New York
www.idc.com/getdoc.jhtml?containerId=IDC_P7724

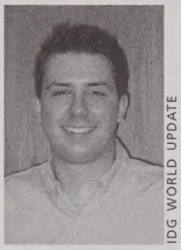
Mobile and Wireless World
May 24-27
JW Marriott Desert Spring Resort
Palm Springs, Calif.
www.mwwusa.com/

Send your business unit's events listings to world_update@idg.com.

noteworthy people

IDG WORLD UPDATE

Wright

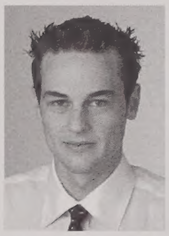


IDG WORLD UPDATE

Smith

ARDLEY YEE

Jolley



Bain

Lo

New employees

Bill Wright is IDG Communications' new director of business development, coming from Informative where he was a sales director/Western U.S. He is based in San Francisco. Bill has also held sales positions at ATG, Hitachi Data Systems and Amdahl. He majored in communications at St. Mary's College of California in Moraga and also served as a U.S. Marine, trained in logistics and mountain warfare. He enjoys rugby, boxing, and cycling, and volunteers at Martinez Juvenile Hall. *bill_wright@idg.com*

IDC Framingham's Global Access Group has hired **Coby Smith** as analyst account manager. He was previously a representative agent with Bankers Life & Casualty Co. in South Portland, Maine. He graduated from Swarthmore College in Swarthmore, Pa., with B.A. in economics and enjoys photography, team sports and playing with his dog. *csmith@idc.com*

Joan Jolley joins IDC Framingham's Conference Group as U.S. conference operations and custom events director. She was previously senior sales manager with ResourcePlus Shows and Events, producer of the Boston Wine Expo and manager of conference and events for Fidelity Investments, Harvard University and CNBC, among others. She holds a B.S. in finance and quantitative methods from Babson College in Wellesley, Mass. Away from the office she enjoys cooking, travel and volunteer work. *jjolley@idc.com*

Market Analyst **Joshua Bain** has joined IDC New Zealand's Printers and Peripherals group. He recently earned a bachelor's of commerce degree in marketing from the University of Auckland and enjoys mountain biking (more recently free-ride biking in urban locales), inline skating, digital technology and the occasional online game. *jbain@idc.com*

Lychee Lo has signed on as a finance executive with IDC Asia/Pacific based in Hong Kong. She is in charge of both local and regional accounting responsibilities. Most recently, Lychee was an auditor in a multi-national CPA firm. She has a B.A. in accountancy from Hong Kong Polytechnic University. In her off hours Lychee makes time for hiking, swimming and reading. *llo@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Science Museum tickets available

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes that are available to employees. The free admission is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Anyone from the Boston area or those planning to visit should contact world_update@idg.com and and provide name, business unit address and number of passes needed.

Network World's Stephanie Gutierrez puts medical training to work during business trip

When three *Network World* employees took the high-speed Acela train from suburban Boston to New York City last month, little did they know that the normally relaxing journey would have some unexpected tension.

ERIC CORMIER

***Lisa Thompson** (l) and **Stephanie Gutierrez** are back in the office following an adventurous train ride to New York.*

Lisa Thompson, **Deb Lovell** and **Stephanie Gutierrez** all work on online sales for Network World Fusion and were on their way to the Doubleclick Conference. After a quick stop in Stamford, Conn., a man boarded the train and sat a few rows behind them. As the train left the station, the man cried out in pain and a woman nearby jumped up and yelled for the train to stop.

Gutierrez, who spent several years volunteering as an emergency medical technician (EMT) on night duty for the Stow (Mass.) Fire Department immediately ran to the man. After asking about his medical history and determining that he was having a heart attack, she checked his pulse and respiration and talked to him to keep him calm. She even had him give her his phone number by hand signals so that someone could call his wife and let her know what happened. The train backed into the Stamford station and paramedics were waiting to take him to the hospital. He was conscious, and the paramedics felt he would recover.

"I really feel that if Stephanie hadn't been so calm, cool and collected in such a tough situation, things could have been drastically different," Thompson said. "She was amazing!"

While she hasn't had a formal EMT role for a few years, Gutierrez keeps her skills fresh, reads EMT journals and still carries an emergency bag in her car in case she comes upon an accident scene. This was the first time she had ever worked on someone in cardiac arrest apart from her volunteer work.

"It's a passion of mine," Gutierrez said of her EMT training. "I enjoy helping people, and I really like the fact that I can also help people in my job. It's not a life or death situation [in sales], but I get the same feeling of satisfaction helping them solve their problems and meeting their needs."

Write to sgutierrez@nww.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Diane Martin *CXO Media*

26
Tom Monahan *Computerworld*

25
Walter Schönberger *IDG Germany*

24
John Dix *Network World*

21
Lucy Sheehan *IDG*

18
Christine Grelet-Cavelle *IDG France*

17
Eleni Brisbois *Network World*

16
Peggy Watt *PC World*

14
Grant Clothier *IDG New Zealand*
Jimmy Yu *Computerworld Singapore*

13
Don Tennant *Computerworld*
Heidi Broadley *Computerworld*

12
Liz McPherson *IDC*

11
Marie Söderqvist *IDG Sweden*
Naohito Kato *IDG Japan*

10
Herbert Linden *IDG Entertainment*
Jaikumar Vijayan *Computerworld*

9
Andreas Bergsman *IDG Sweden*
Antonette Cutone *IDG*

6
Lisa Hess *IDG Entertainment*
Mikael Ricknäs *IDG Sweden*
Masao Ishii *IDG Japan*
Pierre Granier *PC World*

5
Gussie Wilson *Computerworld*
Justine Banfield *IDG New Zealand*
Nicole Glatz *IDG Germany*
Jessica Wennberg *IDG Sweden*
Paul Mouradian *IDC*
Michelle Obrda *IDC*

4
Wataru Maruyama *IDG Entertainment*
Michele Wescott *Computerworld*
Mary Wooldridge *CXO Media*
Alain Coffre *IDG France*
Manuela Wittenhagen *IDG Germany*
Arne Arnold *IDG Germany*
Maria Nilsson *IDG Sweden*
Petter Ahrnstedt *IDG Sweden*
Jon Röhne *IDG Sweden*
Alan Promisel *IDC*
Nora Hayes *IDG World Expo*

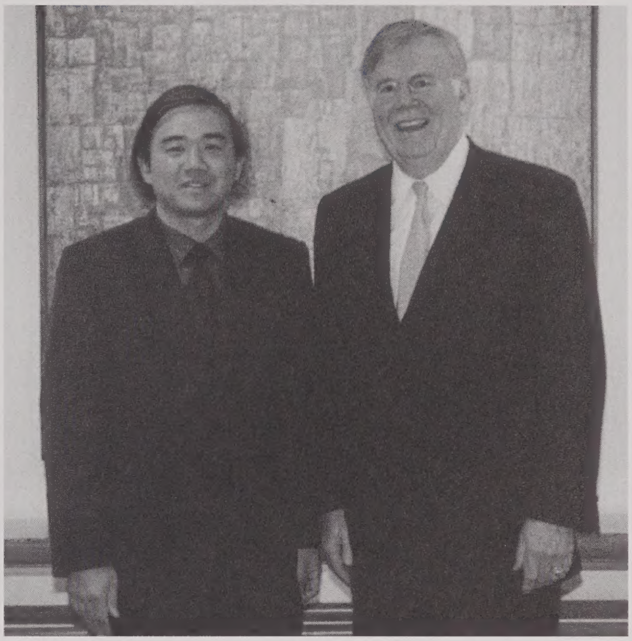
3
Birgitte Henriksen *IDG Denmark*
Melanie Cooper *IDG New Zealand*

2
Luigi De Re *IDG Italy*

1
Timothy Ng *IDG Entertainment*
Lindsay Bruce *IT World Canada*
Elizabeth Lindquist *Life Science Insights*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!



IDG Chairman ***Pat McGovern*** *escorted* ***Fang Zheng*** *to lunch in Beijing in honor of his years of service to IDG.*

Name
Fang Zheng

Joined IDG
March 1992

IDG career path
First as reporter and editor, and then deputy editor-in-chief of the Technical Market section of *Electronic International* (the predecessor of *China Network World*). Later on I became the managing director of the Trade and Application section of *China Network World*.

Current title
Director of the general editorial department of *China Network World*.

Biggest job challenge
The rapid development of the IT industry demands perpetual learning.

Memorable moment
In 1996, I accompanied the president of China Computerworld Publishing and Service Co. to the U.S. to attend Comdex, and we visited IDG headquarters in Boston.

What did you want to become when you were a child?
A doctor.

How have you been complimented on your work?
I've gained the acceptance of readers and the respect of manufacturers. In 1998 and 1999, I won the "Model Staff Award." [The award is given once a year by China Computerworld to those employees who have been outstanding performers.]

Interests
Singing, photography, traveling and swimming.

If you won the lottery, you would...
Pay off my housing loan and then go abroad to receive further education. After graduation, I would return to China to work.

Favorite vacation spot
Tibet and Switzerland.

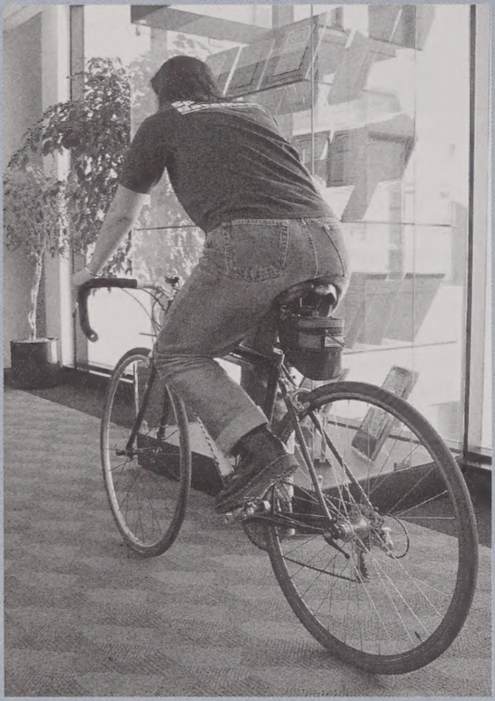
Manager's profile
"Mr. Fang was one of the first reporters who gave special attention to the application of network technologies in China. As one of the founders of *China Network World*, Mr. Fang has made extraordinary contributions to making *China Network World*, the No. 1 professional media in the network field in China."
— Jin Jianzhong, publisher and chief editor, China Network World

off line for fun

Congratulations to **Rich Green**, winner of this month's "Life at work" caption contest. Rich will receive an IDG duffel bag.

Send your captions for the new photo to world_update@idg.com or fax them to 617-423-0712 by Tuesday, March 30. If you have a work-related photo you'd like to submit for possible use in this contest, please send it electronically to the same e-mail address or mail it to IDG World Update, 3 Post Office Square, 4th floor, Boston, MA 02109. If your photo is selected to run, you will receive an IDG t-shirt.

Life at work



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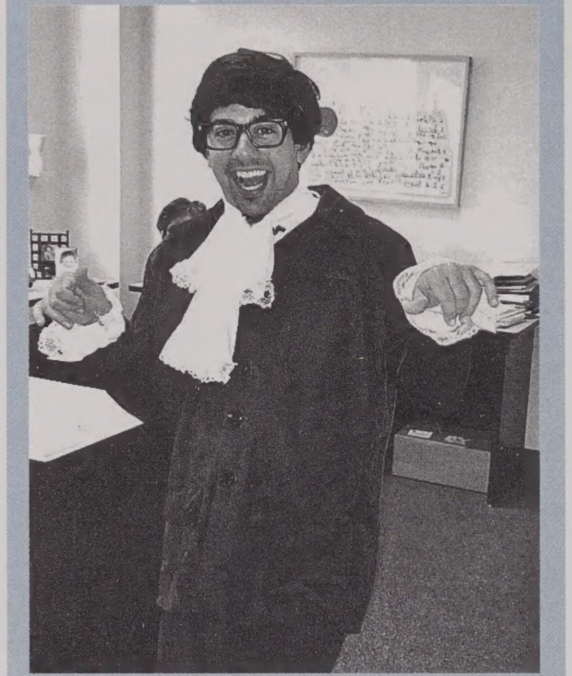
Receive World Update via PDF

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

Life at work



"I put the grrrr in International Data Group, baby!"

Rich Green *IDG List Services*

Bar code

If you've ever wondered what product managers are drinking when they concoct those obscure product code names, consider that Longhorn, the version of Windows due in 2005, is named after a bar. A little history: Windows XP was code-named Whistler, after a ski area in British Columbia, Canada. A far-future version of the Microsoft desktop OS is called Blackcomb, also a B.C. ski spot. Just as the Longhorn Saloon and Grill sits between these two mountains, Microsoft's Longhorn will ship between Whistler and Blackcomb. Joey Gibbons, Longhorn Saloon general manager, confirms that the bar — a popular watering hole for moguling Micosofties — uses Windows XP. "But we'll have to upgrade to Longhorn when it comes out," he said. — *as reported by PC World Contributing Editor (and InfoWorld Editor-in-chief)* ***Steve Fox*** *in the March 2004 issue of PC World.*

Opinion surveys arrive this week!

Employees of participating unitswill be receiving an email with a link to the online IDG Employee Opinion Survey this week. Completed surveys must be submitted by March 31. For questions or additional information, please contact your Human Resources representative.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Karen Ren *IDG China*
Lisa Thompson *Network World*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG **World**Update

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IDC celebrates four decades of market leadership

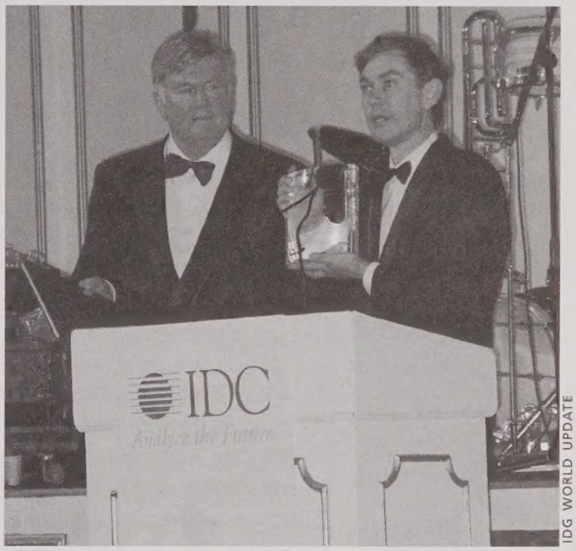
IDC hosted an elegant gathering at the Fairmont Copley Plaza in Boston last week to mark its 40th anniversary. More than 650 people attended, representing IDC Framingham staff and their guests, the IDG management team and six of IDC's seven former presidents.

During his opening remarks, IDC President & CEO **Kirk Campbell** marveled at the decidedly non-casual attire of the audience and wondered aloud if he should implement a black-tie-only dress code the following Monday. "IDC might start a new industry trend, or more likely start an internal employee revolt!" he said.

The post-dinner speakers reminisced about their early encounters with IDC. **Peter Rowell** joined IDC in 1976 and led IDC Europe in the early 1980s, becoming IDC's third president in 1983. He recalled his first day at the IDC office in London, highlighted by a sneering receptionist and his cage-like office that held nothing but a stark metal desk and chair — and little green boxes on the floor that he soon learned contained rat poison. "But it was the dust on the telephone that really upset me!" he said. "I figured the best way to generate some business was to make a phone call."

And the business began to roll in, thanks in part to a very customer-driven approach and an aggressive conference schedule that at times included an event a day in 10 different European capitals. Rowell, who remains an IDC customer as executive director of Regent Associates in London, said the IDC founder's vision has always amazed him.

continued on page 2



IDG WORLD UPDATE

IDC President & CEO ***Kirk Campbell*** *(right) presents a crystal plaque to IDG Chairman (and IDC founder)* ***Pat McGovern*** *during the party held earlier this month to celebrate IDC's 40th anniversary.*

40 years of milestones

The following list appears as part of IDC's special 40th anniversary white paper. (See story below.)

1964 IDG established

1965 IDC holds first Directions briefing session

1967 *Computerworld* is born

1969 IDC U.K. is established
IBM unbundles software

1970 The first automated teller machine is installed at a bank in Georgia

1971 Intel introduces the Intel 4004 microprocessor, the first "computer on a chip"

1973 IDC coins the term "minicomputer"
The grocery industry settles on a common barcode scheme, the Universal Product Code
The first virtual storage operating system is introduced
The first Ethernet LAN is introduced
The first videogame (Pong) is introduced

1974 The first personal computers begin to appear

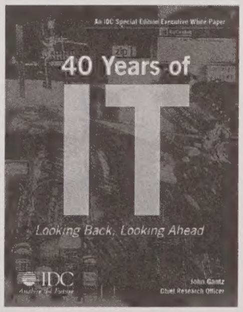
1975 IDC opens offices in Germany and Japan
The first floppy disk is introduced

IDC White Paper examines 40 years of IT history

Celebrating the anniversary of the founding of a company is usually of interest only to its shareholders and employees. That is, unless the company's birth, development and future are completely integrated with the growth and success of the world's most important industry. That is why IDC, on the occasion of its 40th anniversary, published a special executive white paper for its customers, according to **Don Best**, IDC senior VP, Worldwide Sales and Marketing.

Written by IDC Chief Research Officer **John Gantz**, *40 Years of IT: Looking Back, Looking Ahead*, highlights the IT industry's major developments over the past 40 years and offers some predictions about its future direction.

"When you consider the evolution of other modern industries it quickly becomes apparent that the real impact of revolutionary technologies, like the airplane and the automobile, came not in their first 40 years of existence, but in the subsequent 40 years," Gantz said. "There is no reason why we shouldn't expect the same phenomenon to occur in the IT industry."



Beginning with IBM's launch of its System/360 on April 7, 1964, the white paper traces the industry's roots and offers a chronological account of the companies, products and events that shaped its growth and helped propel it to its current claim on worldwide spending nearing the one trillion dollar mark. But the white paper doesn't stop with the last 40 years. It also looks ahead at how IDC expects the industry and market to evolve. It even includes some analyst opinions on the market 40 years from now.

The white paper, which will be distributed at all IDC events beginning with its annual Directions conference later this month, may be downloaded at www.idc.com/40wp. WU

IDC

continued from page 1

IDC presidents — past and present — gather in the order in which they served, save for IDC's founder in the middle (L-R): ***John Breyer, Peter Rowell, Walter Boyd, Pat McGovern, Tom Swithenbank, Axel Leblois*** *and* ***Kirk Campbell****. IDC's fourth president,* ***J. Carl Masi****, was not in attendance.*

(L-R): Copy Center Operator ***Marianne Nichols****, Facility Manager* ***Lloyd Kosh****, Group Operations Coordinator* ***Kim Muri****, Senior Inquiry Analyst* ***Rana Hobbs****, IDCInquire Director* ***Kim Schuberthan****, Inquiry Analyst* ***Josh Martin*** *and Inquiry Analyst* ***Meghan Mizoras****.*

WORLD UPDATE PH

(L-R): ***Doug Chandler, Sophie Mayo*** *and* ***Meryl Salter*** *from IDC's Services Group..*

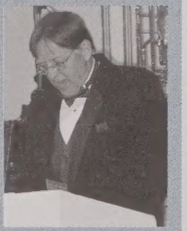
More IDC party photos are on www.idgworldupdate.com. Be sure to request a login and password online if you don't already have one (it is the same one for IDG Central).

"There's not a man who walks this planet who understands international business like **Pat McGovern** does," Rowell noted. "We owe a tremendous debt to him."

IDC Chief Research Officer **John Gantz** had the audience rolling in the aisles with an over-the-top synopsis of IDC's 40 years set to rhyme, loosely following the style of "The Ride of Paul Revere" (see sidebar). Afterward, on behalf of all IDC employees, he presented Campbell with an engraved Mont Blanc pen. "Your integrity and your guidance of the ship that Pat built and others piloted before you have led IDC to a place many of us never knew we'd be," he said. "We are glad you are at the helm."

Forty Years of Our Careers

Go to IDG World Update Online (www.idgworldupdate.com.) to read the complete version of the tongue-in-cheek poem by **John Gantz.**



Gantz recites his opus.

Listen colleagues, and you shall hear
Of the decades ride of our careers
None now employed were here back then
But the record shows where we have been
So let's now see where IDC
Has gone in 40 years.

In '64 the Beatles reigned, and gas was 30 cents
Cassius Clay was champ, and LBJ the president
That year the Great Society was born
To fight poverty and heal the sick
Yes, I'll fight poverty, said young Patrick
My own, that is, that's the trick.

I'll launch a firm out of thin air
He thought as he jumped from his chair
And when I am done I'll become
A billionaire, a billionaire

Noting that he was in kindergarten when McGovern founded the company, IDG CEO **Pat Kenealy** talked about how IDC has been a touchstone for him, beginning in high school and throughout his 17-year-long IDG career."I have this history of going back to IDC to get my bearings on what we do. And I want you all to know that IDC is hugely important to what we do in publishing and events at IDG."

After accepting two gifts from Campbell on behalf of IDC employees — a mounted front page of the *The New York Times* from Feb. 26, 1964, the day IDC was established, and an engraved piece of crystal — McGovern stepped to the podium. McGovern recalled the visit to Univac that spawned IDC, when the manager told him they needed to know more about what customers wanted, where their computers were going, what they were being used for and how they were configured. When McGovern proposed selling him the Datafile, IDC's first product, the manager said "Great! How much will that cost?' '$15,000,' McGovern said, and was promptly turned down. He revised the proposal to $12,000 a few days later and was again rebuffed by the manager, who said "No one will trust something so cheap." "What a business model! Charge more for high value!" McGovern recalled. He upped the price, and Univac became the first of many IDC customers.

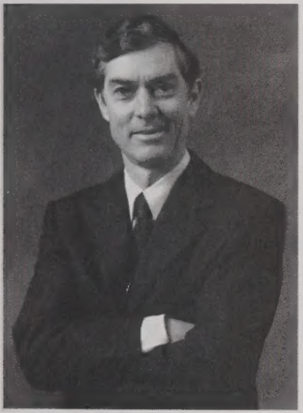
McGovern reminded guests that "the more we keep connected to customers, the more successful we'll be. With all the talent that we have in this room, the best is yet to come."

The evening concluded with a video retrospective of IDC images, greetings from employees from around the world and shots of partygoers from the opening reception. All the festivities were arranged by IDC Vice President/Human Resources **Debbie Bernardi**, assisted by her staff and Director of Marketing/Conferences **Meta Haase**.

the interview

one on one

IDC President & CEO ***Kirk Campbell*** *is this week's guest columnist. He may be reached at kcampbell@idc.com.*



IDC at-a-glance

Total number of employees 1,213

U.S. employees 496

International employees 717

2003 annual revenues $206 million

Percentage of revenues from outside the U.S. 50%

Number of IDC country offices 50

Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy*** *will be passed along anonymously. Write to world_update@idg.com.*

Q What are the five most significant changes that have occurred at IDC since you became president in 1991?

A 1) IDC management has focused on nurturing and developing IDC's all-important employee talent so that many, many employees have grown professionally and expanded their responsibilities. It is always our preference to promote from within the organization. It has been very rewarding to support employees' career growth and see the positive results for both individual employees and the company. One key to improving our human resources management was that we put in place a formal Human Resources function that did not exist at IDC prior to the early 1990s.

2) IDC surpassed Dataquest in the mid-1990s in terms of our company size and influence in the marketplace. Dataquest was the No. 1 company in the IT market research business when I joined IDC in 1988, and everyone at IDC thought that we would never be able to catch up or surpass them. In fact, it only took a few years for IDC to take over the lead due to the fact that IDC's employees were excellent. We focused on a rapid expansion of IDC's research both in terms of technology markets and geographic coverage and, as a result, took the lead away from Dataquest.

3) IDC was a very decentralized company in the early 1990s with relatively unconnected country offices. We kept the best parts of our IDG/IDC company culture which included being highly entrepreneurial, customer-driven, action-oriented and focused on delivery of quality products and services. However, we have been able to improve the connection between IDC business units and employees around the world to deliver to customers the market intelligence that they require. We established strong regional research and sales centers that coordinate closely with the country offices and IDC headquarters. As a result, IDC is highly effective at global selling to our key accounts with our sales professionals throughout the world coordinating to achieve the best possible contract for IDC and the customer. On the research side IDC delivers very complex and data-rich Quarterly Tracker products for all major hardware markets and increasingly in the software and services markets as well. These tracker products involve close cooperation by analysts in all of our country offices and regions throughout the world and with headquarters analysts. So IDC is a much more integrated and connected company today, though we still have lots more progress to make.

4) The IDC brand today is preeminent in the IT industry for market trends and forecasts. Wherever I travel I am frequently amazed by IDC's access to and influence with key IT industry leaders. Every working day IDC researchers and managers are meeting with these executives in different locations around the globe. In addition, the leading investment banks all select IDC as the supplier of choice for IT market intelligence. IDC also has the highest press mindshare for technology trends with more than19,000 quotes worldwide in 2003.

5) Over the past decade IDC's revenues increased four times to $200 million today, and our profits increased 30 times to almost $30 million. I am particularly pleased with how IDC performed during the recent technology industry downturn. Between 2001 and 2003 all of IDC's publicly owned competitors turned from making money to money-losing businesses. During this same period IDC maintained its revenues and increased its profits every year of the technology recession. This impressive achievement is a tribute to all of IDC's employees. We could not have done this without their incredible dedication and commitment.

Q What are the five things you would like to see happen at IDC before the company celebrates its 50th anniversary?

A 1) I would like for every employee who is with IDC today to be with us in 2014. IDC's employees are our critical asset and we benefit from their increasing expertise. I would like for each current employee to find IDC in the next decade to be the best place for his or her career. Of course, I will make an exception for those employees who are currently 55 years or older and wish to retire but there is no official retirement age (at least in the United States)!

2) IDC Weekly Tracker products that cover every technology market and are the standard by which all IT companies measure the success of their businesses and gauge the future.

3) IDC's Insights end-user focused business units including Financial Insights, Life Science Insights, Government Insights, Manufacturing Insights, Retail Insights, etc. are the leading providers of technology advisory research to business executives in all key industries worldwide.

4) Gartner, Inc. is divided into three subsidiaries — Research, Consulting and Expos/Conferences — and eventually sold off; IDC acquires Gartner Research.

5) IDC's revenues triple during the decade to $600 million (excluding the acquired Gartner research company). IDC's profit margin increases to 20%. WU

Longtime employees take a look back at the early days

World Update asked the 10 longest-serving U.S. IDC employees to share some memories.

Ann Clark 29 years

IDG WORLD UPDATE

Clark

Now: Director, Telecom
Joined IDC: May 1974
First job: Production typist
Career path: Various administrative roles involving sales, managing the IDC client lists, supporting the secretary to the president, serving as administrative assistant to then-President **Carl Masi**. Succeeding President **Tom Swithenbank** encouraged me to take on more of a role with the company's telecom system.
Years ago: We typed reports on an IBM Selectric typewriter and weren't allowed to use the correction ribbon for anything more than a comma correction, because the erasure imprint showed up when the reports were reproduced. We had to fix mistakes by typing on a separate correction tape, holding the paper up to a window so we could be sure the tape aligned properly on the page.
40 years ago: I was 11, attending Our Lady's Help of Christians School in Newton, Mass., and watching the Beatles on the Ed Sullivan show.

Terri Bergstrom 27 years

Bergstrom

Now: VP/Enterprise Custom Solutions
Joined IDC: June 1976
First job: While in high school I was part-time assistant to the IDC librarian for $2/hour. It was a raise from my previous job at Burger King; I got to dress up, and there were no french fries in sight.
Career path: International manager in the president's office, marketing manager, began sales career and spent time in the Santa Clara, Calif., office, came back East to head up international sales for IDC Financial Services' user business and returned to IDC corporate to work in Consulting Sales.
Years ago: While based at 214 Third Ave. in Waltham, Mass., it was very common for the entire staff to have lunch together and play darts on Friday afternoon at Brennan's, a local pub.
40 years ago: I was in kindergarten at St. Pierre's School, a French school in Waltham.

Lloyd Cohen 24 years

Cohen

Now: Director, Worldwide Market Analysis, Global Enterprise Server Solutions
Joined IDC: October 1979
First job: Research analyst working in Waltham, Mass., where IDC was headquartered at the time.
Career path: In October 1979 I joined the Industry Analysis Group which studied IBM leasing, IBM migration and vertical market studies. In 1981, IDC reorganized to have a centralized research group headed up by Will Zachman. I started the PC census which ended up as a 250-page report tracking more than 300 PC companies. I later became a research manager in a new group called MAST (Market Analysis and Statistics) which did primary survey data for all of IDC as well as quantative analysis on the computer marketplace.
Years ago: When I first joined the company, we all worked on IBM Selectric typewriters (which I still have in my office today). We then moved to a centralized Wang word processing machine that used 8-in. floppy disks. The first PC IDC purchased was an Apple computer. The first PC network we bought belonged to the MAST group, which shared a 130-mg disk to store data. When we moved from Waltham to 5 Speen St. in Framingham in April 1981, we took up just half of the fourth floor.
40 years ago: I was in grammar school.

Karen Weston 23 years

IDG WORLD UPDATE

Weston

Now: Group Operations Manager
Joined IDC: May 1978
First job: Typist. I thought it would be just a summer job before I started college, and then when it came time to leave someone said, "Well, we can pay for college as long as you get good grades." So I worked full-time and went to Bentley College at night to get my degree in accounting.
Career path: Moved to the newsletter group, then accounting, PC/Hardware and now the Global Research
Years ago: Since all typing was done on an IBM Selectric typewriter, your basic math skills were put to good use when figuring spacing for columns in a spreadsheet. Also, at the party the other night it struck me how much IDC has grown. Back in the late '70s and early '80s, when the IDG holiday party was held at the Copley Plaza, all of IDG fit into the ballroom. Now IDC fills it to capacity!
40 years ago: I was three years old, probably watching Romper Room and waiting for Miss Jean to see me through her magic mirror.

Steve Josselyn 21 years

Now: Research Director, Global Enterprise Server Solutions
Joined IDC: December 1982
First job: Account Manager in the Information Systems Planning Service
Career path: Worked in an account management and senior analyst role in IDC's user programs as they evolved between

1976	IDC holds its first multiday user conference in Hilton Head, S.C.
1978	IDC opens a research office in Australia
1980	The first optical disk is introduced IDC acquires LINK Resources Corp.
1982	Sun Microsystems is formed ARPANET morphs into what becomes the Internet
1984	Science-fiction author William Gibson coins the term "cyberspace" PowerBuilder, the first general-purpose visual programming tool, is introduced
1986	IDC opens IDC China
1987	The first reduced instruction-set workstation is introduced
1988	College student Robert Morris releases the first truly destructive Internet worm
1990-1991	Tim Berners-Lee introduces HTML and the World Wide Web
1991	IDC holds its first European IT Forum
1992	IDC establishes offices in Greece, Nigeria, Turkey, South Africa and Egypt "Dot-com," "ISP," and "day trader" become common terms
1993	Apple releases the Newton
1994	Marc Andreessen, Eric Bina found Netscape

IDG

March 15, 2004

Graphic Designer (CXO)

CXO Media is looking for a Graphic Designer to join our highly collaborative editorial design group. Responsibilities include magazine production tasks, page layout, directing photographers and illustrators and creating infographics for CXO's publications. The ideal candidate will possess 1-4 years of design experience in an editorial environment. Candidates should have a strong design portfolio, a degree in graphic design, proficiency with QuarkXPress, Photoshop and Illustrator, experience working with photographers and illustrators and a firm understanding of typography and digital pre-press in a Mac environment. CXO Media produces CIO and CSO magazines. ***Location: Framingham – MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Editor in Chief (CXO)

The EDITOR IN CHIEF will work with the Editorial Director to develop a new monthly print publication for a niche of C-level executives, creating an in-depth resource that addresses readers' work-related information needs and helps them do their jobs better, to the benefit of their enterprises and their careers. Working with the Editorial Director, the EDITOR IN CHIEF will hire a top-notch editorial staff and develop them into a cohesive team leading toward the launch. Previous experience as a chief editor is strongly preferred; familiarity with business and information technology a plus. Candidates should have an excellent editorial management track record and must demonstrate experience producing top-quality editorial products. Other key attributes: strong leadership qualities, an ability to synthesize readers' expressed needs into a clear publication vision and mission, and great communication and collaboration skills. ***Location: Framingham – MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Marketing Communications Specialist (CXO)

CXO Media is seeking a Senior Marketing Communications Specialist to support marketing and promotions efforts for our print magazines, online products, and ancillary product lines. Primary responsibilities include developing sales tools, creating and implementing marketing campaigns, coordinating internal and external resources, creating schedules and managing projects from inception to completion. Position requires strong copywriting and packaging skills, ability to juggle multiple tasks and deadlines, and excellent organizational skills. Must have a positive, outgoing personality, be customer centric, highly energetic and creative. BS/BA degree required, preferably in marketing or communications. Knowledge of MS Office programs required and familiarity with design programs (Quark, Photoshop, Illustrator) helpful. The ideal candidate will possess 7+ years related experience.
Location: Framingham – MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Research Manager, Storage Mechanisms: Disk (IDC)

IDC is seeking a Research Manager to manage its Storage Mechanisms: Disk research program. This position is part of the IDC Storage Research Group and will focus specifically on the hard disk drive (HDD) and HDD-related component markets and technologies. The ideal candidate should be skilled in the forecasting and analysis of IT-related markets, possess the ability to interact with client audiences including senior management, be able to articulate IDC positions that challenge client assumptions and provide insightful thought leadership based on industry-related dynamics. Please see idc.com for a full description. ***Location: IDC or remote office location***
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

(cont)

Training and Development Coordinator (IDG)

IDG Training and Development is looking forward to welcoming to our team a bright, organized and motivated individual who has a demonstrated passion for educating and developing a professional workforce. Working with senior team members, the successful candidate will be responsible for the planning, design and administration of IDG's corporate-wide training and development program and resource library of management, professional and personal development topics. This position also plays a critical role in the delivery of IDG's Employee Opinion Surveys worldwide including project management, client support, technology enhancement, and marketing communication. The ideal candidate will possess a BA/BS degree, 1 to 3 years of solid business experience with proficiency in Microsoft Office, and superior skills in verbal and written communication, basic presentation, managing multiple simultaneous projects, and exceptional customer service and relationship building.

Location: Framingham - MA

Contact: J. Lynch, Fax: 508-935-4600, Email: jljobs@idg.com

Online Indexer (IFW)

The Online Indexer will manage the overall taxonomy and subject trees that drive the search features of Infoworld.com. On a daily basis, the Online Indexer will categorize articles as they are created, so that they will appear in the appropriate indexes. The ideal candidate combines the meticulousness of a librarian and the judgment of a news editor. S/he is self-directed, motivated and able to work with minimal supervision; has an understanding of and interest in enterprise computer technology; and is comfortable using browser-based tools and standard desktop applications. A degree in Library or Information Science--while not required--would be a definite plus. This is a part-time position, but requires a Monday through Friday schedule of two to four hours each day.

Location: San Francisco – CA

Contact: Job Opportunities, Email: jobopps@idg.com

Event Coordinator (NWW)

The Event Coordinator will manage participation of Demonstrating companies participating in the DEMO branded events. This includes, managing demonstrator logistics, and providing support to demonstrators before and during all DEMO events. The Event Coordinator will also be responsible for all pre event communication, planning and conducting onsite meetings with demonstrators, coordinating onsite logistics for the DEMO pavilion and managing all post event communications and event breakdown. This position requires the following qualifications: 1-2 years experience in administrative/editorial assistant role, excellent oral & written communication, organizational and time-and project management skills. Good stand up presentation skills, ability to evaluate problems and work in a fast-paced environment. Must be a team player with a positive "can do" attitude, a sense of humor and strong interpersonal skills. Experience working with executive clientele and knowledge of technology industry a plus. Proficiency in MS Word, MS Excel, MS PowerPoint and email client applications required. Desire to learn new software applications a must. A college degree or equivalent experience and 1-2 years administrative experience. ***Location: Southborough, MA***

Contact: E. Price, Send Resumes to: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

	IDC Colombia opens.
1995	IDC establishes its first subsidiary in Brazil
1996	IDC opens a Latin America research office in Miami and opens its first dedicated market research center in Moscow.
1997	IDC launches IDCNet Internet service, giving IDC customers 24-hour access
1998	IDC Asia/Pacific holds its first IT Forum. IDC holds its first Internet Executive Forum
1999	Napster is devised by a 19-year-old college freshman Y2K scare is widespread In November, IDC predicts there will be a stock market crash for dot-com companies The number of emailboxes grows to 360 million by the end of the decade
2000	Internet company stocks crash IDC launches free IT email newsletters and expands to 21 countries in the EMEA region with the launch of a Spanish office
2001	A global recession hits
2002	IDC launches Financial Insights. Enron, WorldCom, and Tyco corporate scandals surface
2004	IDC launches Life Science Insights

Josselyn

late 1982 and 1990. I then began working as a senior analyst and research manager for the Corporate Planning Service doing market sizing and forecasting for the worldwide server market. We established one of IDC's first worldwide tracker products.
Years ago: I have gone from writing reports on a shared Wang word processing system to writing reports within a template on my desktop PC. We used to do information searches by requesting an IDC librarian to do a Lexis/Nexis search or going through the library resources to provide customers with appropriate information. Today, most of this information is available through searches on the Internet that we do from our desktops.
40 years ago: I was in my first year of high school trying to figure out what direction my life would take me in.

Cindi Sparrow 21 years

Now: Production Coordinator
Joined IDC: March 1983
First job: Administrative assistant, Newsletter Group
Career path: The very first project I had was transcribing the Directions conference presentations (only eight speakers). When we brought 35mm slide-making capabilities in-house, I created the presentation slides for a few years. I had a year or two break from Directions before moving into the Corporate Marketing group and getting re-involved with creating/dressing up the on-screen presentations on the Mac, then on the PC. I even had a few years where I was the person behind the general session stage advancing the PowerPoint presentation when cued by the speakers.
40 years ago: I was in first grade.

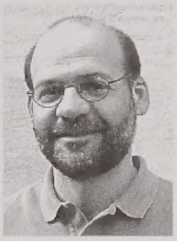
Lee Doyle 20 years

Now: Group VP/Worldwide Network Equipment Research
Joined IDC: January 1984
First job: Analyst in the program Strategies for Microcomputers and Office Systems

Doyle

Career path: Five years providing PC, LAN and distributed computing advice to end-user and government clients. Manager, then director of Local Area Networks research, a fast-growing area in the late 1980s. Director of LAN and Data Communications programs.
Biggest change in the way you do work: When I joined the company, word processing consisted of a shared Wang terminal and it was a big deal to get your own Wang terminal at your desk. The introduction of PCs with Lotus 1-2-3 certainly made forecasting a lot easier.
40 years ago: I was enjoying early childhood.

Mark Winther 20 years


Winther

Now: Group VP, Worldwide Telecommunications
Joined IDC: January 1984
First job title: Not sure but it must have been "junior" something.
Career path: Always in communications. I originally worked for LINK Resources (subsequently acquired by IDC), which analyzed the electronic information industry. This was way before anybody had heard of the Internet. At the time, it was believed that physical media such as tape and big disc platters might not suit all information users, and that telecommunications networks might play a small role. Soon after, AT&T was broken up by a Department of Justice ruling into "Ma Bell" and seven "baby bells." This fragmentation created chaos in the industry and lots of opportunities for market analysts. Just as the telecommunications industry was getting used to its fragmentation, the Internet and dot-com explosion happened, creating lots more chaos and opportunities for analysts.
Biggest change in the way you do work: Except for pen and paper, all of the tools we use have changed dramatically. There was a time when voicemail was a rare and exotic thing; most people thought it would never take off since it lacked the human touch. Maybe someday pen and paper will disappear.
Memorable moment: I once went on a sales call with Haines Gaffner, the president and founder of LINK Resources. We were meeting with a top executive at New York Telephone. The executive had all his VPs and directors present to discuss this new data communications thing — who will buy it and what are they going to do with it. At the time, the principle technology of data communications was a modem. We talked for two hours, both Haines and I sounding very confident and knowledgeable, and impressing the client enough that he signed checks for huge bookings. Afterward in the cab on the way back to our office, Haines asked me, "What's a modem?"
40 years ago: I was 8 years old and trying to break in my blue jeans and boondocker boots so that I would conform to the second grade dress code.

Donna Sparrow 20 years

Sparrow

IDG WORLD UPDATE

Now: Technical Specialist
Joined IDC: January 1984
First job: Production assistant
Career path: Beginning in 1994 or so managed the process of how Word documents got imported into the research base, which existed in Lotus Notes.
Years ago: We sent all of our graphics out to be done by an external company. When we decided to bring that function in-house, I had to check out different software packages to see what would work best. (At one point we used to hand-draw graphics. Cindi [Sparrow] used to use a coffee mug to draw the pie charts. I said, "I'm not doing that!" and started looking at software.)
40 years ago: I was three and living in Mansfield, Mass.

continued on page 7

Upcoming IDC events

Storage Breakfast Briefing at CeBIT
March 19
Room Rom, Hall 1
Hannover, Germany
www.idc.com/events
tcummings@idc.com

Directions 2004
March 31
San Jose Convention Center
San Jose, Calif.
www.idc.com/events

Directions 2004
April 7
Hynes Convention Center
Boston
www.idc.com/events

Brazil Linux and Operating Systems Adoption Conference 2004
April 15
Blue Tree Hotel
Brasilia, Brazil
www.idc.com/events
www.idcbrasil.com.br

IDC Outsourcing Forum
April 19-20
Westin Essex House
New York
www.idc.com/events

Brazil Linux and Operating Systems Adoption Conference 2004
May 4
American Chamber of Commerce
São Paulo, Brazil
www.idc.com/events
www.idcbrasil.com.br

Legal and Regulatory Compliance in Information Management Forum
(Sponsored by IDC and Kahn Consulting)
May 19
Fairmont Hotel
San Jose, Calif.
www.idc.com/compliancewest04

Mexico Business Wireless 2004
May 27
www.idc.com/events

What were you doing on Feb. 26, 1964?

Market research wasn't much on the minds of many current IDC employees

I was in the fourth grade in elementary school living in a small town in northern California. I must confess that I was not thinking about computers.
— **Kirk Campbell**, president & CEO, IDC (15 years with IDC)

I was five years old and in school on the tiny Caribbean island of St. Kitts.
*— **Angele Boyd-Myers**, Group VP, research, printers management (17 years)*

I was about to turn two years old, so while I don't exactly remember I think I was learning shapes and colors, trying new foods and testing my parents' limits whenever possible.
*– **Ken Hoyt**, VP, Enterprise Account sales (18 years)*

I was in second grade, had a very strict teacher and was a very active Girl Scout.
*— **Rebecca Segal**, VP, Worldwide Services Program (19 years)*

I was advising Dick, Jane, and Sally, and analyzing the future for Spot.
*— **Gigi Wang**, senior vice president, Strategy (13 years)*

I was in the third grade at St. Augustine School in Newark, N.J. I heard that The Beatles just arrived in the U.S., and I was wondering why all the fuss over bugs.
*— **Donald Best**, Senior VP, Worldwide Sales and Marketing (18 years)*

I had just started attending school, which included Saturdays! One of the only things I remember is the game (with the teacher's permission) where I went under the teacher's desk that was closed on three sides and tried to sound like a radio. Until now this skill has not come in handy at IDC.
*— **Per Andersen**, group VP/managing director, IDC Nordic (14 years)*

Teaching 6th grade in Springfield, Mass. in what was then my second year of a 10-year teaching career. Total compensation was $5,100, including a stipend for lunch duty.
*— **Dick Denechaud**, vice president, Enterprise Major Accounts (13 years)*

I was 2 1/2 years old and living in Baltimore, Md., with my parents and older sister Shari.
*— **Terri Schafer**, assistant controller (15 years)*

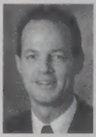
I lived in the city of Allahabad in India and had just commenced my formal education: learning the English alphabet. And yes, I did own my first computer — an abacus!
***Piyush Singh**, managing director, IDC Asia/Pacific (10 years)*

I was a seventh-grade student at Our Lady of Perpetual Help School in New Bedford, Mass. At home I was likely to be oiling my baseball glove in preparation for another season or listening to the Boston Celtics on the radio as they played their way to a sixth straight National Basketball Association title.
*— **Paul Arabasz**, director of Consulting, Personal Systems and Peripherals (16 years)*

I was a programmer in the design automation department at Honeywell EDP in Newton, Mass. We were programming on a "state-of-the-art" system with 8K memory!
*— **Dick Heiman**, director, Global Software and Services Model and Forecast Management (10 years)*

I was a sophomore at Glenbrook North High School in Northbrook, Ill., and was practicing with the swim team at night where I struggled to break my record in the breaststroke.
*— **Tony Picardi**, senior vice president, Global Software and Services (13 years)*

I swaggered onto the Rinky Dink football team in York, Penn. A month later, I was unceremoniously removed from the field when they found out I'd exagrerated my age by a couple of years. I learned my lesson and never again engaged in underage athletics.
*— **Dennis Philbin**, senior vice president, Global Access Group and New Business Initiatives (9 years)*



I was a four-year-old, probably busy playing with my Matchbox cars and digging in the backyard sandbox in Michigan. I don't imagine that I was too aware of market shares or market research but did have an active set of neighborhood friends that were very aware of the "cool" cars and trucks to own and trade for. No truth to the rumor that I enjoyed teasing my younger sister...
*— **Mark Sullivan**, chief financial officer (17 years)*

Counting down the months until the day I would be born in August!
*— **Michele Kallin**, Quality and Production Control manager (16 years)*

I was in fourth grade at Holy Childhood School in Jamaica Plain. Sister Germaine was honing my analytical skills with deep existential questions from the Baltimore Catechism: Why did God make us? What is a spirit? Does God see us? etc. This training has helped me understand the many deep IT mysteries I grapple with today: What is Utility Computing? Why is Windows so buggy? Is Larry Ellison serious?
*— **Frank Gens**, senior vice president, research (15 years)*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Fernando Moran *IDG Spain*

16

Vibeke Whitehead *IDG New Zealand*

13

Cathy O'Leary Hayes *CXO Media*

12

Michael Cooney *Network World*

10

Dinesh Kumar *IDC New Zealand*
Christine Cahill *IDG List Services*

9

Roland Bischoff *IDG Germany*

8

Thomas Norton *Network World*
Richard Robinson *IDC U.K.*
Arezki Daoud *IDC*

7

Leo Leger *Computerworld*
Masakazu Hanawa *IDG Japan*
Carl Olofson *IDC*
Melanie Posey *IDC*
Thalia Karakitsios *PC World*

6

Catherine Chung *IDG Hong Kong*
Lidia Cendros *IDG Spain*
Lisa Thompson *Network World*
Nicole Spitzauer *IDG Germany*
Vivian Miles *InfoWorld*

5

Amy Turell *CXO Media*
James King *IT World Canada*
Patrick Beyries *IDG*
Amy Kotsopoulos *IDC*
Jack McCarthy *InfoWorld*

4

Debbie Shigemoto-Sorich *Computerworld*
Peter Hebenstreit *Network World*
Olivier Rafal *IDG France*
Silvia Iori *IDG Italy*
Mona Jakobsson *IDG Sweden*
Mattias Malmqvist *IDG Sweden*
Emiko Morino *IDG Japan*
Ken Amemoto *IDG Japan*
Wendy Brewer *PC Advisor*
Kate Joseph *IDG Global Solutions EMEA*
Ian Rubin *IDC*
Pennie Edgren Robinson *IDC*
Monica Bennett *IDC*
Scholle Sawyer McFarland *Macworld*

3

Susan Cahill *Computerworld*
Maureen Riley *Network World*
Alexandra Bray *IDG Sweden*
Vito Mabrucco *IDC Canada*
Michelle Maher *IDG International Publishing Services*
Jenny Jones *IDC*
Laurie Seymour *IDC*
Maryanne Coughlin *IDC*
Krissy Saar *PC World*

2

Schwa Jun *IDC Korea*
Florian Stangl *IDG Germany*
Jane Skullman *IDG Sweden*
Sara Strong *IDC U.K.*
Eiji Tsubota *IDG Japan*
Loren Drennen *IDC Canada*
Jonathan Rogers *IDC*

1

Lindsay Bruce *IT World Canada*
Allison Taylor *IT World Canada*
Roberto de Aguiar Gutierrez *IDC Brazil*
Jenny Åsander *IDG Sweden*
Ginga Hyodo *IDG Japan*
Daniel Sullivan *Digit*
Sarah Auld *PC Advisor*
Cynthia Howard *IDG*
Matthew Whelan *IDC*
Tina Chen *PC World*
Robyn Patty *PC World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Longtime employees

continued from page 5

John Gantz 19 years

Now: Chief Research Officer

Joined IDC: August 1974

First job: Associate Editor, the *Gray Sheet*. (The *Gray Sheet*, christened *EDP Industry and Market Report*, was the first market research report published by IDC. The nickname derived from the paper stock on which the newsletter was printed, and though perhaps not as descriptive, was easier to remember, and it stuck.)

Career path: In 1983, I left IDC to start a company that tracked high-tech stocks and venture investments. In 1992, I returned to IDC after a year at Dataquest, to run IDC's Desktop Computing programs. Eventually my department began doing more involved demand-side research, including research for other departments, and this evolved into the Global Research Organization.

Years ago: When I first came to IDC, our word processor was an IBM typewriter with a cassette tape attached to it. It remembered a line at a time. There was no CRT screen, just paper in the typewriter. We used to draw pie charts with our own pens, and make graphs and bar charts using little pieces of sticky tape and an Xacto knife.

40 years ago: I was a sophomore at Dartmouth College struggling with organic chemistry and learning how to tap a keg without having the rod shoot up into my forehead.

Parting party shots

*(Clockwise from top left): Senior Vice President of Research **Frank Gens**, Receptionist **Harriet Karas** and her husband, a view from the ballroom balcony.*

celebrating 40!

Year you launched IDG
I launched IDG's first business unit, IDC, in February 1964, and was the company's first president.

Biggest change in the company since you first joined
Grown from one employee to 13,500.

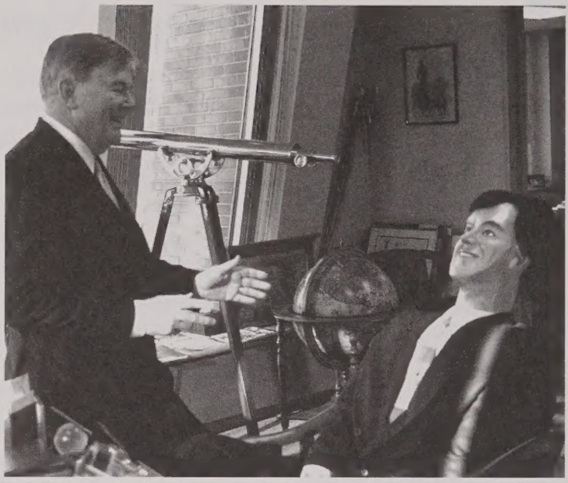
Most challenging part of your job
Keeping up with all the promising new market opportunities.

Best part of your job
Working with talented, intelligent, hard-working people who are truly nice.

Most memorable moment at work
About 20 years ago at IDG's holiday party, I was given a full-size mannequin designed and dressed to look exactly like me. At the end of the party, I noticed that people were going up to the mannequin and saying how much they enjoyed the party, apparently, not able to discriminate between myself and the mannequin. After the party, I brought the mannequin, subsequently dubbed "Manny," to my office and for the past 20 years, he has been my "Vice President for Listening," a faithful companion who listens intently, never ridicules or criticizes, and always reacts to anything I say with a smile!

Best piece of advice you've ever received
"To succeed, you have to first help other people be successful."

Person living or dead who inspired you
Benjamin Franklin. He was a journalist and publisher with an active interest in science. He was born in Boston and went to Philadelphia, and I was born in Philadelphia and went to Boston for the same purpose: to build a business based on originating and distributing information.


IDG WORLD UPDATE

*IDG Chairman **Pat McGovern** and his "Vice President for Listening" Manny. Manny was a gift from employees 20 years ago and has remained on duty in McGovern's office ever since.*

A rewarding thing you've done outside the office
Founding the McGovern Institute for Brain Research at MIT to help improve interpersonal communications and cure mental illness.

As a child, what did you want to be when you grew up?
A newspaper reporter.

What talent do you wish you had
The ability to learn new languages quickly.

What book is on your nightstand?
The Innovator's Solution: Creating and Sustaining Successful Growth by Clayton Christensen and Michael Raynor

What disc is in your CD player?
Joan Baez Sings Dylan

Favorite movie of all time?
Orson Welles' *Citizen Kane*

Test your knowledge of IDC's past

1. Where was IDC's first office located?
Waltham, Mass.
Newtonville, Mass.
Cambridge, Mass.

2. What color was the house?
Blue
Gray
Green

3. According to IDC's first annual report, revenues for the company's first year of operation were:
$24,976.25
$72,436.97
$139,213.45

***Pat McGovern** sits in front of 355 Walnut St., where it all began.*

4. What kind of car did Pat McGovern sell to raise money to launch IDC?
Volkswagen Beetle
Ford station wagon
Chrysler Imperial

5. What year did IDC move to Framingham, Mass.?
1974
1979
1981

1. Newtonville, Mass. 2. Gray 3. $72,436.97 4. Ford station wagon 5. 1981

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Mike Shirer *IDC*
Erin Traudt *IDC*
Karen Weston *IDC*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGWORLDUPDATE.COM

Upbeat DEMO showcases 66 up-and-coming products

"The market is definitely out of the doldrums!" said **Robin Azar**, speaking of the 14th annual DEMO Conference, held last month in Scottsdale, Ariz. Azar, VP, events for Network World, parent company of IDG Executive Forums, which produces DEMO, said the mood at DEMO 2004 was "energetic, enthusiastic, and exciting as attendees realized the next wave of growth and innovation at the event."

"Far from being beaten down by a tough market, budget cuts and declining valuation, the broad technology industry is strong and poised for new growth fueled by true innovation," said DEMO Executive Producer **Chris Shipley** in her keynote speech. "The typical [venture capital] deal today looks a lot like the typical deal eight years ago, in a time before we lost our collective minds."

> *"You can't buy a demonstrator spot at DEMO, you have to earn it."*
>
> *— Chris Shipley*

The three-day event drew 625 attendees and 75 key members of the media to see the products from 66 companies chosen by Shipley as representative of the year's important emerging IT trends and breakthrough ideas. "We call them 'demonstrators' not exhibitors," Shipley said, "because all companies are selected personally by me — you can't buy a demonstrator spot at DEMO, you have to earn it."

Shipley said she interviewed about 300 companies in the last year to find the 66 she invited to show their products at DEMO. "Selection is based on which companies are introducing a product that is most likely to have an impact on the way we work and/or live."

Sixty of the companies presenting new products were given six minutes to make their presentations and explain the product's value (no PowerPoint slides or skits allowed), while the remaining six had to give 60-second Hot Seat presentations. Shipley said she chooses which companies get a six-minute segment and which get the Hot Seat based on overall program theme, as well as the "demonstrability" of the product. "Products that aren't particularly visual are better presented as Hot Seats."

"The Hot Seat presentations are some of the best

continued on page 5

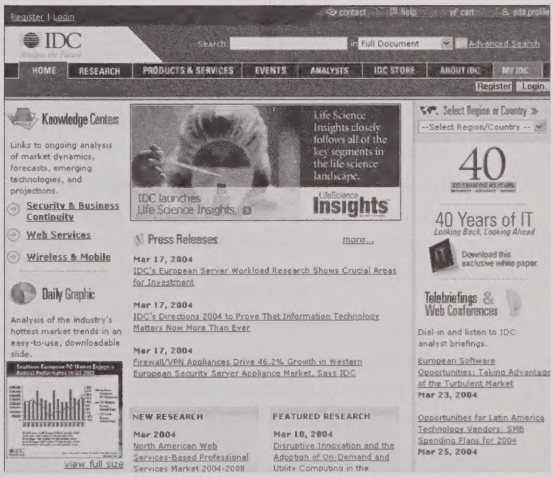
Ain't it Grand?

IDG writers and editors took home an armful of awards at last Thursday's Jesse H. Neal National Business Journalism Awards in New York. Winners hailed from *PC World*, *Bio-IT World* and *CXO Media*, which also captured this year's Grand Neal Award. More details and photos will appear in next week's issue.

IDC's redesigned Web site streamlines navigation

IDC.com unveiled a simplified new design last week that leads users to the information they need faster and more intuitively. Led by **Coleman Jolley**, product manager, Interactive Products & Services, the site's architects included the dozen or so members of IDC's U.S. programmer/designer staff along with IDC's regional marketing representatives and Web design teams.

Jolley said the improvements came in response to internal and external feedback on how the site should work for customers. "We've kept the functionality the same, but we wanted to make it easier for users to get to where they're going," he said. The tab interface highlights Research, Events, Analysts, Products and Services, the IDC store and About IDC, as well as an easier-to-find My IDC section for users to set up personalized alerts and topics of interest.


Register | Login
contact
help
cart
edit profile
IDC
Analyze the Future
Search:
in Full Document
Advanced Search
HOME
RESEARCH
PRODUCTS & SERVICES
EVENTS
ANALYSTS
IDC STORE
ABOUT IDC
MY IDC
Register
Login
Knowledge Centers
Security & Business Continuity
Web Services
Wireless & Mobile
Daily Graphic
view full size
IDC launches Life Science Insights
LifeScience Insights
Press Releases
more...
Select Region or Country
--Select Region/Country --
40
40 Years of IT
Looking Back, Looking Ahead
Download this exclusive white paper.
Telebriefings & Web Conferences
NEW RESEARCH
FEATURED RESEARCH

Links to ongoing analysis of market dynamics, forecasts, emerging technologies, and projections.

Analysis of the industry's hottest market trends in an easy-to-use, downloadable slide.

Life Science Insights closely follows all of the key segments in the life science landscape.

Mar 17, 2004
IDC's European Server Workload Research Shows Crucial Areas for Investment

Mar 17, 2004
IDC's Directions 2004 to Prove That Information Technology Matters Now More Than Ever

Mar 17, 2004
Firewall/VPN Appliances Drive 46.2% Growth in Western European Security Server Appliance Market, Says IDC

Mar 2004
North American Web Services-Based Professional Services Market 2004-2008

Mar 10, 2004
Disruptive Innovation and the Adoption of On-Demand and Utility Computing in the

Dial-in and listen to IDC analyst briefings.

European Software Opportunities: Taking Advantage of the Turbulent Market
Mar 23, 2004

Opportunities for Latin America Technology Vendors: SMB Spending Plans for 2004
Mar 25, 2004

Many local and regional IDC offices have already relaunched their sites using the new template.

continued on page 4

IDC.com by the numbers

IDC.com receives over three million page impressions per month and has more than 200,000 unique visitors per month, split evenly between North America and the rest of the world.

in brief newsworthy

IDG, Nikkei ink deal for publication in China

IDG has signed a second license agreement in as many months for a publication in China. Under the terms of this month's agreement with Tokyo-based Nikkei Business Publications, IDG's two-year-old *Electronic Design & Application World* (published as a joint venture with the Institute of Scientific and Technical Information of China [ISTIC]) will publish under two logos: *Electronic Design & Application World* and *Nikkei Electronics*. Beginning May 1, *Electronic Design & Application World* magazine will license editorial content from *Nikkei Electronics*, published in Japan by Nikkei BP. In addition, *Nikkei Electronics China*, which debuted in Hong Kong in 2002, will merge its circulation into *Electronic Design & Application World*. Nikkei BP will provide marketing and advertising representation for the merged magazine outside of China. IDG's joint venture with ISTIC, Beijing Dongxiao International Technical Information Consulting Co. Ltd., will manage the merged publication and provide marketing and advertising sales within China.

「日経BPとIDG Asia/Chinaの提携
Alliance between Nikkei BP and IDG Asia/China
日経BP社
IDG

IDG Chairman ***Pat McGovern*** *(center) and IDG China President & CEO* ***Hugo Shong*** *(right) with Nikkei BP President & CEO Yukoh Kawamura at this month's signing ceremony in Tokyo. Noted Shong, "By licensing Nikkei Electronics editorial, merging the circulation of Nikkei Electronics China and joining forces in global sales efforts, we can better serve both our readers and advertisers."*

IDG became the first international technology information service company to enter the Chinese market in 1980. IDG now publishes 30 magazines in China in partnership with various Chinese ministries. IDG also publishes a number of consumer titles in China under licenses from U.S. media companies including Hearst Magazines, National Geographic Society, Primedia, Reed Business Information and Condé Nast Publications.

For more information contact IDG China Director of Corporate Information **Karen Ren** at karen_ren@idg.com.cn. WU

January profit margin report

Each month, *IDG World Update* publishes the names of the most profitable publications in seven of IDG's global product lines. For a full listing of the wholly owned publications in each category, please see this article in IDG World Update Online at www.idgworldupdate.com.

If you do not have a login and password for the site, which are the same as those used for IDG Central (http://idgcentral.com) you may request one using the form available on the intranet's home page.

CW/IW publications
1. *Computerworld Bulgaria*
2. *Computerworld Norge* (Norway)
3. *Computerwoche* (Germany)
4. *Computerworld España* (Spain)
5. *InfoWorld*

PC World publications
1. *PC World Norge* (Norway)
2. *PC Tipp* (Switzerland)
3. *PC World Komputer* (Poland)
4. *PC Welt* (Germany)
5. *Windows Server World* (Japan)

Macworld publications
1. *Macworld España*
2. *Macwelt* (Germany)
3. *Macworld* (U.K.)
4. *Macworld Italia*
5. *Macworld* (U.S.)

Networking publications
1. *NetWorld* (Poland)
2. *Nettverk & Kommunikation* (Norway)
3. *Reseaux & Telecoms* (France)
4. *Natverk & Kommunikation* (Sweden)
5. *Comunicaciones World* (Spain)

Reseller publications
1. *China Computer Partner World*
2. *IT-Bransjen* (Norway)
3. *Dealer World* (Spain)
4. *Australian Reseller News*
5. *Distributique* (France)

CIO publications
1. *China IT CEO & CEO*
2. *CIO* (U.S.)
3. *CIO* Japan

Games publications
1. *GamePro* (U.S.)
2. *GameStar* (Germany)
3. *GameStar* (Hungary)
4. *GameStar* (Czech Republic)

Pat McGovern earns spot on Inc.'s roundup of leading entrepreneurs

25 Entrepreneurs We Love
Inc.
Jeff Bezos For His Vision

Pat McGovern *is among the entrepreneurs profiled in Inc.'s April issue.*

Leigh Buchanan first met IDG Chairman **Pat McGovern** in 1989 when he appeared in her cube several weeks before Christmas to deliver a bonus to the then-first-year *CIO* copy editor. Before he handed over the check, he thanked her for her hard work and complimented her on a column she had ghostwritten for an industry executive. A bit unsettled by his seeming omniscience (her name appeared nowhere on the column) she nevertheless happily accepted her check and tucked away the memory. Over the next seven years of her tenure at *CIO*, Buchanan continued to be impressed by McGovern's knack for recognizing the accomplishments of employees and his commitment to a decentralized management style.

So much so, that when she left IDG to go work for *Inc. Magazine*, Buchanan would often hold McGovern up as a role model for company owners she met on the job who were worried about retaining their entrepreneurial spirit and personal connection with employees as their organizations grew.

Though she has since moved on to become a senior editor at the *Harvard Business Review*, *Inc.* editors recalled her admiration for Pat McGovern and IDG and contacted her to see if she would be willing to contribute a piece to a special feature, "25 Entrepreneurs We Love," being published to commemorate the magazine's 25th anniversary.

The piece, along with McGovern's revelation of what he would be doing had he not started IDG, is in the April issue of *Inc. Magazine*. WU

the interview

one on one

York von Heimburg
The managing director of IDG Germany is this week's guest columnist. He may be reached at yvh@idg.com.

IDG Germany at-a-glance

Location Munich

Established 1974 with the launch of *Computerwoche*

IDG Verlag AG
51 employees, representing all shared services such as Financial Service, IT, HR, Production, Administration

IDG Business Verlag
108 employees; *Computerwoche Computer-Partner* and related products

IDG Magazine Verlag
102 employees; *Digital World, PC-WELT, MacWelt* and related products

IDG Entertainment Verlag
51 employees; *GameStar, GamePro* and related products

IDG Interactive Verlag
23 employees; *tecChannel Compact* and tecchannel.de

Events
These include, among others, four *Computerwoche*-branded events, two *CIO* events and media sponsorship of LinuxWorld Frankfurt in conjunction with IDG World Expo Germany.

Go to www.idgworldupdate.com for a more detailed list of IDG Germany's products.

Q Are you making progress unifying the previously separate companies within IDG Germany?

A Yes. During the last 10 years IDG Germany consisted of two companies, a business-to-business group and a business-to-consumer group, led by two managers with totally different management styles, attitudes, strategies and corporate philosophies. The biggest challenge is to combine the good parts of both of the companies and make a new, stronger IDG Germany. This vision makes the staff of IDG Germany very excited because we will have a huge potential of synergies that we can bring on the road within the next years. Such a transition period will take a minimum of two years and will be a great challenge for my team and me, but it is very exciting. Our vision is to create one of the most innovative and well-connected publishing houses within Germany. In August 2005 we will move into one building and benefit much more from the synergies.

Q Describe Germany's IT publishing market and IDG's rank within it.

A IDG Germany has the broadest rage of IT products (print, online and events) and leads the advertising market race with a 22.9% share in 2003 over CMP's 21.3% share and Vogel IT with 11.9%. We are in the top seven of all German publishing houses regarding ad volume. So far, the general forecasts for 2004 still look moderate to optimistic, though January's figures do not confirm the positive trend. Some publishers hope for renewed growth mainly from markets outside the IT sector. *PC-WELT*, for example, delivers 18% of its total advertising business with out-of-category advertising from clients such as BMW and Beck's beer.

A battle for readers is raging. Not only is the number of IT publications steadily increasing, but there is the added problem of some titles being published several times over: in the classic format or as a pocket version, both with and without a CD-ROM. But the apparent abundance is deceptive, because circulation figures are on the decline across the whole market. Possible reasons could be that the entry-level market is no longer the same as a few years ago, that the target group of do-it-yourselfers and amateur PC constructors are a disappearing race and the consumers' budget for magazine purchases is falling, but also that the information-gathering behavior of the target group has changed away from magazines and toward the Internet.

Q Describe *Computerwoche*'s new circulation marketing program. Has it been effective?

A The marketing program covers three areas: direct marketing activities; cooperative arrangements with the industry and IT customers, and a customer loyalty program called the Members Only Club. All these tools are designed to interact and have complemented each other well. Their success results from a detailed sophisticated analysis of measures and repeated fine tuning carried out in collaboration with the client. We see the reader as a partner whom we wish to advise and whose needs we want to satisfy with a tailored service.

In the field of direct marketing we aim to win new subscribers via a qualified increase in circulation. First, we offer three free issues of *Computer-woche* to potential new readers. The next step is a reduced-price subscription: a 40% discount for the first year. After that, a call center contacts the customer, so that people who have not yet shown any interest still have the chance to get to know *Computerwoche*. Our experience has shown that the best way to reach new customers is by first introducing them to *CW* and then establishing personal contact via the call center; the response rate is 5.5%. For the first time *CW* now has more than 50,000 paid subscriptions.

Computerwoche subscribers are able to be in the The Member's Only Club by signing on via the Internet. Members can book trips or hotels at special prices or can book tickets to events or fairs.

Q How are you trying to increase magazine sales in the midst of declining magazine newsstand sales in Germany?

A The market for PC titles is going through a doubtful phase with sharp falls (up to 25% in some months) compared with the previous year. Cars and consumer electronics publications are still relatively stable, men's lifestyle titles are down 10%, business publications are down 25% and only women's publications are showing a slight upward trend. The expansion of the Internet is a real challenge, especially for our category of magazines. The Internet is a powerful source of information; people are buying fewer IT magazines.

We are providing exclusive title stories in each issue, backed up by very good full versions on CD. On top of that we have about 12% of the paid circulation in the aggressively priced pocket version segment (copy price 1.20 Euro; US$1.47). These measures are helping to keep *PC-WELT* stable at around 500,000 sold copies and to maintain competition at a distance of over 20%. But the variation per issue is much wider than last year.

EMEA map success goes global

IDC's Europe, Middle East and Africa (EMEA) Events group got the jump on the global effort to give customers easier access to all the event information they need. After a series of design conversations between EMEA Events, EMEA IP&S and Corporate IP&S, a team of designers and developers from Copenhagen and Framingham, Mass., collaborated to produce an interactive map of the EMEA region. "Special thanks for this impressive effort go to Web Editor **Michelle Criscenzo**, Marketing Assistant **Christoffer Gullestrup** and Senior Web Designer **Sean Landry**," noted EMEA IT Director **Jim McNamara**.

The EMEA Events home page and the new Event Calendar launched last November. Using the map, customers can select specific countries and review IDC's event offerings in a national context. The Event Calendar shows the EMEA's entire regional portfolio of events.

In October 2003 the previous event section on the site produced a six-month high of 1,046 visitors. The current structure has produced 2,677 and 3,042 visitors, respectively, during January and February 2004.

IDC has regional conference teams in place in Asia/Pacific, EMEA, Latin America and North America with local, dedicated conference managers in more than 30 countries worldwide. Here are some snapshots of IDC's event activites:

- Conferences represent 25% of IDC EMEA's total business, and the group has planned more than 120 conferences in 2004.
- IDC Latin America's event business launched in FY03, and FY04 revenue is already up 200% just halfway through the year. Nine Latin American forums have been scheduled between January and June 2004.
- IDC's U.S. conference business includes six new events in 2004 with an end-user focus, beginning with the IDC Outsourcing Forum in April 19-20 in New York City.

IDC

continued from page 1

One major enhancement to the site is an interactive map of the world that is the centerpiece of the redesigned global events page. It enables IDC to visually represent its business and gives customers more choices for how to view regional and local event offerings. The map has its roots in a regional interactive map that launched on the IDC Europe, Middle East and Africa site last November (see sidebar).

"We've also gotten better at integrating the public site — the corporate and events information — with the research tool for customers," noted Jolley, who came to IDC in 2001 to oversee the integration of the previously separate research site, then called IDC.net, with IDC.com. "In addition, we're doing a better job of presenting content on IDC.com for people who may not buy information."

One new example of that kind of free information is the monthly IT Executive Insight often featured on the home page. The Insight is primarily focused on important topics of discussion among IT executives and is often packaged with useful statistics.

To make sure IDC's largest customers felt comfortable with the new site, Jolley did a series of guided tours for companies with more than 100 registered users via teleconference using the new version of Placeware. "Everyone felt it was intuitive enough that they didn't need additional special training to use the new site," he said. Active registered users worldwide received an e-mail a week in advance announcing the March 15 launch and the benefits of the simplified design.

IDC Web designers who maintain their own regional or country-specific sites received a template late last year to implement the new design locally. Many of those sites launched simultaneously with IDC.com and others are almost completed.

"Web sites are always a day-to-day process; we'll continue to refine and improve," Jolley said. "Overall, the redesign has been a great way to improve customer service and enhance our event business."

Write to cjolley@idc.com.

IDC expands Latin American presence to seventh office

IDC now has seven offices in Latin America with the opening of a subsidiary earlier this year in Lima, Peru. Staffed by Research and Consulting Manager **Federico Amprimo** and Hardware Analyst **David de Vinatea**, the office joins IDC regional affiliates in Argentina, Brazil, Chile, Colombia, Mexico and Venezuela. IDC Peru is focusing on hardware, software and services research.

According to **Eric Prothero**, IDC group VP, Latin America, the $600 million IT Peruvian market is the seventh largest in Latin America. "We have had research operations in the largest six markets for some time now," he said, "and our clients have been requesting coverage of this country, so the decision to open an office there was based on client demand."

Prothero said the most important step in launching a new IDC office is finding the right people, "folks with passion, knowledge of the local markets, and an entrepreneurial spirit. The best part is meeting one-on-one with the general managers of the most important technology players in the country and getting their perspectives on what their concerns and requirements would be from IDC."

IDC Peru will initially focus on the top 30 technology firms including IBM, Hewlett-Packard, Oracle, Microsoft and the like. Its services include quarterly tracking of printers, PCs, notebooks, volume servers, and enterprise servers, as well as end-user surveys of leading local businesses on their technology spending and adoption of hardware, software and services.

ECUADOR
COLOMBIA
Amazon
Iquitos
Talara
Paita
Piura
Yurimaguas
Río Marañón
Río Ucayali
Chiclayo
Trujillo
Salaverry
Chimbote
BRAZIL
Pucallpa
South Pacific Ocean
Huánuco
PERU
Callao
LIMA
Huancayo
Cusco
Ica
BOLIVIA
Lago Titicaca
Arequipa
Matarani
Ilo
Tacna
CHILE
0 200 400 km
0 200 400 mi
www.theodora.com/maps

Prothero said he did not expect the staff to get much larger this year. "Freddy and David complement each other well based on their backgrounds and experience. They both have extensive local knowledge and contacts and have already made a measurable impact in our first few months of operations."

For more details write to eprothero@idc.com or famprimo@idc.com.

Contact details for IDC Peru

IDC Peru
Victor Andres Belaunde 147
Torre Real 6, Piso 7
Lima 27
Peru

Tel.: +511-211-2536 or 211-2552
Fax: +511-211-2526

IDG

March 22, 2004

Ad Sales Associate (CXO)

CXO Media is looking for a high-energy individual to provide sales support to our CSO Magazine sales team. Based in Framingham, this individual will support the Publisher and two Regional Sales Managers (one of whom is located in our San Francisco office). Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience.
Location: Framingham – MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Associate Editor (IFW)

InfoWorld seeks an Associate Editor to plan, develop, and edit feature articles, product comparisons, and technical analyses, as well as timely product reviews of enterprise products. The associate editor will meet weekly deadlines, juggle multiple tasks, follow technical beats, and represent InfoWorld at industry events. Managing the features calendar and coordinating schedules, assignments, and special projects across departments will be key to this position. Applicants should be equally comfortable working in a highly collaborative, team-oriented environment and working independently to creatively solve problems. Top-notch writing and editing skills are a must, as is knowledge of enterprise technology. The position requires 3-6 years of publishing experience.
Location: San Francisco – CA
Contact: Job Opportunities, Email: jobopps@idg.com

Sales Manager, Custom Solutions Sales (IDC)

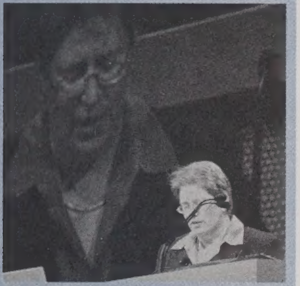
IDC's Enterprise Custom Solutions group is seeking a Sales Manager who will focus on selling IDC's consulting services to enterprise major accounts clients primarily on the West Coast. The Custom Solutions Sales Manager position will be responsible for developing and driving several million dollars of consulting revenues within six or more of IDC's Enterprise customers. As a member of a collaborative team, the Custom Solutions Sales Manager will be responsible for developing an in-depth knowledge of IDC Custom Solutions, including custom market research and go-to-market services, as well as building strong relationships with multiple individuals (account managers, consulting project directors, research analysts) across IDC. The individual will prospect for new and incremental opportunities, work with various consulting project directors in proposal generation, and be responsible for closing business and follow on customer relations. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. Please see idc.com for complete description.
Location: Mountain View - CA
Contact: Email: idc_jobs@idc.com

Sales Representative, Enterprise Group (IDC)

IDC's Enterprise Sales Group is seeking a Sales Representative who will focus on renewals and new business initiatives for the Enterprise major accounts primarily on the west coast. This inside sales position is a unique opportunity for a bright, organized, detail-oriented, and energetic individual to work with a great team of sales representatives. The ideal candidate will play a key role working on business operations and sales activities to keep the sales force focused and moving forward. This individual will be expected to gather detailed account profiles for key accounts to include pre-call intelligence on target list of ATAM accounts, track initiatives, maintaining spreadsheets, generate reports, identify specific products and areas of interest by account in CRM system. The Sales Representative will also be expected to develop tactical marketing campaigns to target companies, make follow-up contact for feedback and gauge interest-level. This individual will coordinate and manage internal sales documentation and presentations and facilitate inter-department communication of sales progress and key issues. Internally, the Sales Representative will interface with other departments including sales, marketing, product groups and support in order to reach team objectives. Please see idc.com for complete description. ***Location: Mountain View, CA***
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

And the award goes to...



Chris Shipley *addresses the audience at last month's DEMO Conference.*

Conferenza, a leading resource for information on technology conferences, said the DEMO Executive Producer **Chris Shipley** "just keeps getting better. Last year she was good enough to be named Conferenza's 'Best Host of 2003.' This year her performance was even better." For more information go to www.conferenza.com.

Products to watch

DEMO Executive Producer **Chris Shipley** said she thought the following products will have the most impact in the future:

- **Above All Studio; Above All Software** – allows just-in-time assembly of composite applications and repurposing of technology investments.
- **X-3000 RFIDrouter; Blue Vector Systems** – a suite of distributed computing appliances necessary for RFID networks.
- **Evermore Integrated Office; Evermore Software** – a contender to Microsoft's Office dominance.
- **IM Linkage; IMlogic, Inc.,** a multi-network instant messaging platform for enterprises.
- **ProofPoint Risk Management Solution; Proofpoint, Inc.** - brings policy compliance and knowledge management to enterprise e-mail.
- **N-Charge Power System; Valance Technology** – extends battery life of mobile devices.

DEMO

continued from page 1

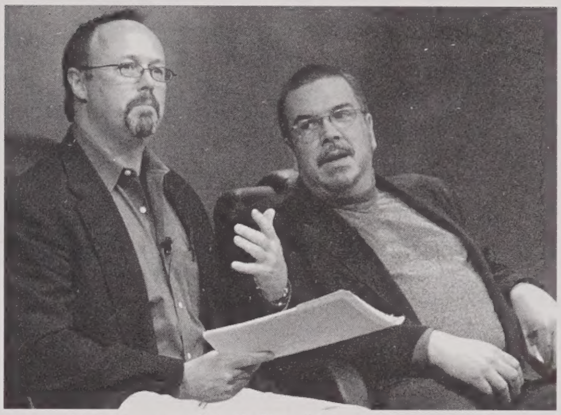
and most exciting presentations at the event," said **Mark Hollister**, DEMO brand director and Network World senior director, event marketing. "Condensing a product message into one minute and effectively delivering the pitch takes a great deal of practice and smarts."

Amid the product presentations, a panel moderated by Network World President and Editorial Director **John Gallant** and made up of Network World Test Alliance members, among them Reviews Editor and 'Cool Tools' columnist **Keith Shaw**, handicapped the challenges for enterprise IT in the coming year.

Gallant said the panelists praised products that help reduce the cost or time involved in running IT, freeing up resources for more strategic initiatives. They were also very receptive to products that help IT shops cope with security issues. "Security tends to be reactive, meaning you try to solve the last problem you faced. The panel focused on products that let you see problems occurring and deal with them faster and more efficiently," he said.

DEMO had nine sponsors, including Battery Ventures, Xerox, Friendster and Porter Novelli, a global public relations and communications firm. Azar and her sales team target technology, financial services and communication firms as sponsors. Technology companies use the event to communicate with the media and future technology partners and also meet potential buyers and venture capitalists who can help them with future funding.

"Porter Novelli sponsored DEMO to help promote their existing clients and prospect for new business," Azar said. "They and the rest of the sponsors see each demonstrator as a potential customer looking for world-class PR, technology and financial services to help them grow."



Network World President ***John Gallant*** *(left) moderated a panel that rated the challenges facing enterprise IT. With him is panelist Tom Henderson, managing director of ExtremeLabs, Inc.*

DEMO is marketed with many traditional methods — direct mail, on-line, e-mail and space ads, according to Hollister. "We also incorporate and encourage a lot of relationship marketing through formation of partnerships with appropriate organizations and associations. We are experimenting with search engines and blogging as additional methods of communicating and spreading the word."

This year there was a Web log on DEMO's site (www.demo.com/demo/) for attendees to post their thoughts and DEMO photos. "So many attendees blog the conference that we wanted to have one blog that would aggregate all that coverage," Hollister said. "The blog also let our speakers share their views about the conference and the topics they were specifically addressing."

Over the last 14 years DEMO has launched more than 1,000 new products into the marketplace. "At the 15-year anniversary we plan to take a look back at products we'd never heard of but now we can't live without," Hollister said.

For more information contact Mark Hollister at mark@demo.com or go to www.demo.com/demo/.

Going once, going twice... DEMO online auction raises money for charity

An online auction (http://demo2004.cmarket.com) at last month's DEMO raised nearly $12,000. DEMO's first auction showcased the fundraising auction services of one DEMO demonstrator, cMarket, and raised money for Brave Kids, whose mission is to leverage computers and the Internet to aid the families of children with chronic or life threatening illnesses. "The auction gave us the opportunity to put one of our demonstrator's software to work while paying tribute to Phil Goldman, founder of DEMO presenter MailBlocks (and WebTV before that) who was on the board of Brave Kids, was planning to be at DEMO 2004, and who died unexpectedly in late December," said DEMO Executive Producer **Chris Shipley**.

According to DEMO Brand Director **Mark Hollister**, cMarket hinted at the idea of a DEMO auction to Shipley when they pitched the software. "After Phil died, we thought it was the perfect thing to do – demo the software, honor Phil, and raise money for a great cause that he was closely involved with," Shipley said.

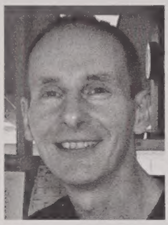
The auction was promoted largely to DEMO attendees and subscribers of *DEMOletter*, but Shipley said in theory anyone could have placed bids on the site. Among the items up for grabs were the following:

- Lunch with Ethernet inventor Bob Metcalfe
- An afternoon of champagne tasting in Sonoma, Calif., with Shipley
- Network World President and Editorial Director **John Gallant**'s talents as an event moderator
- Technology products, and marketing services from such firms as ForeScout Technologies, ExpertCity, Network World, and Lois Paul & Partners.

For more information on cMarket go to www.cmarket.com/; for more information on Brave Kids go to www.bravekids.org/.

noteworthy people

McCracken


STEPHANIE FAUCHER

Eckle

STEPHANIE FAUCHER

DeFilippo

Rawson

Promotions

Harry McCracken has been promoted from editor to VP/editor-in-chief of *PC World*. "Harry's career with IDG spans countless offices, four cities, three business units and two coasts," said PC World President/CEO **Jeff Edman**. "He started in 1991 as a technical editor for *Computer Buying World* in Wakefield, Mass., which became *InfoWorld Direct,* based in Peterborough, N.H. Soon after that publication was discontinued, and after a stint as a contributing editor for *Multimedia World*, Harry joined *PC World* as associate editor for the Lotus Edition in Boston. He transferred into the *PC World* reviews department when the Lotus Edition ceased publication, and, in 1997, joined the features department. He was promoted to executive editor, Features in April 2000. Two years later, he was named editor, responsible for all editorial, design and testing, and he relocated to San Francisco. As our new Next Gear section expands and we begin publishing *Digital World* we will look to Harry for his continued leadership and guidance as we take these publications and Web sites to the next level." *harry_mccracken@pcworld.com*

Three members of *Computerworld*'s copy desk received recent promotions. Managing Editor/Production **Jamie Eckle** is now the weekly's Opinions editor, Assistant Managing Editor/Production **Michele DeFilippo** moves up to Eckle's former post, and Senior Copy Editor **Bob Rawson** takes DeFilippo's place.

"I'm pleased that Jamie will be not only our Opinions editor (the official title) but also — unofficially — editor-at-large," said *Computerworld* Editor-in-chief **Maryfran Johnson**. "We're creating a unique and multi-faceted role that taps into many of Jamie's strengths in page production, meticulous attention to detail and content editing in a wide range of IT subject areas. In addition to editing our opinion columnists weekly, Jamie will remain in charge of Letters to the Editor, play a new oversight role in our Executive Suite online community, online copy editing and also some second-chair editing in the features section." *jamie_eckle@computerworld.com*

"Michele is, like Jamie, a calm, capable, expert editor who keeps a whirlwind of deadlines and complex processes moving beautifully on the copy desk," Johnson added. "She has great expertise in technology editing, which demonstrates itself every week in the dozens of 'catches' the desk makes on behalf of the editors and writers." *michele_defilippo@computerworld.com*

"Bob has been with *Computerworld* since June 1998 and has served the desk well as a senior-level copy editor for the past four years," DeFilippo said. "His ability to remain calm under pressure, his depth of knowledge and his sense of humor all make him a valuable member of the CW team." *robert_rawson@computerworld.com*

New employees

Luiz Faloppa has signed on with IDG Brazil as an account executive. He was previously a business executive at Advanstar and held other sales positions at Plano Editor and IT Midia. Outside the office he enjoys spending time with his family, especially fishing with his children and watching F1 races. *lfaloppa@idg.com.br*

Graphic Designer **Denis Rodgrigues** has also joined IDG Brazil, coming from Sansei Architecture where he was an art assistant. Denis is working on a degree in digital design from Universidade Anhembi Morumbi University. In his free time he enjoys photography and illustration. *drodrigues@idg.com.br*

Systems Analyst **Eli Soares** de Almeida will be working on Web projects for IDG Brazil. He held a similar role most recently with RW Art Promoções and at Citroen. Eli is in the fourth year of pursuing a degree in computer science from Universidade Adventista de São Paulo. He spends his off hours reading about programming languages and data banks, traveling and going to the cinema. *esoares@idg.com.br*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC announces Q1 sales awards

RUTH SAGER

Among the newest members of the "Top Gun" Presidents Club, which recognizes those people who have consistently performed at the highest levels of achievement, are (l-r): ***Trace Weatherford*** *(IDC Irvine)* ***Eri Meyer*** *and* ***Bill Ganci*** *(IDC West) and* ***Chris Jarmul*** *(IDC Irvine).*

Last month IDC announced its Q1 sales awards during meetings in Framingham, Mass., and Mountain View, Calif. For a complete list of winners, and more photos, go to www.idgworldupdate.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Ed Scannell *InfoWorld*

21

Cynthia Sparrow *IDC*

17

Karman Cheng *IDG Hong Kong*

15

Bob Sawdon *CXO Media*

14

John Kelley *CXO Media*
Ellen Messmer *Network World*

Messmer

12

Nancy Hannagan *IDG List Services*
Robert White *IDC U.K.*
Birgitte Rygaard *IDG Denmark*
Helene Truffaut *IDG France*

11

Doug Casement *IDG New Zealand*
Kristi Cunningham *InfoWorld*

9

Armando Lazo *PC World Latin America*
Mike Weigand *IDG Entertainment*
Mendel Stecher *IDG Netherlands*

Weigand

8

Daniel Toumbas *IDG Denmark*

7

Kirstin Mills *IDG New Zealand*

6

Ruth Constable *IDC U.K.*
Karen Cash *IDC*
James Kalbach *Network World*

5

aul Lyzun *IDC*
Hillevi Billinger *IDG Sweden*
Martha Heller *CXO Media*

Heller

4

Lisa Stabile *IDG*
Suzanne Woodruff *IDC*
Paul Moon *IDC Canada*
Lisa Blackwelder *InfoWorld*
Julio Giannobile *PC World*
Thomas Luong *PC World*
Dennis O'Reilly *PC World*
Jason Villeneuve *PC World*

Stabile

3

Ann Harris *Computerworld*
Connie Massey *IDC*
Ronald Westberg *IDC*
Jessica Yang *IDC*
Jane Poulson *Macworld U.K.*
David Parker *CXO Media*
Peter McLennan *IDG New Zealand*

2

Mark Uehling *Bio-IT World*
John Yurewicz *IDG World Expo*
Emilie Ingram *IDC*
Elizabeth Morgan *Macworld U.K.*

Uehling

1

Keith Elshout *IDC U.K.*
Floor Kohler *IDC Benelux*
Satoshi Fukutomi *IDC Japan*
Allison Taylor *IT World Canada*
Michelle Ponto *IT World Canada*

Elshout

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Have you tried the IDG Online Directory?

Go to www.idgdirectory.com for business unit and employee contact information.

IDGers share words to work by

Several weeks ago, *World Update* editors asked employees to share the inspirational words or mottoes that they keep displayed in their work spaces. A number of employees responded and their submissions follow.

"Compounding interest is the greatest mathematical discovery of all time." — *Albert Einstein*

Submitted by IDG List Services Financial Specialist ***Helen Flagg****, who noted, "Maybe you have to be an accountant to be moved by that (or at least have an investment account!)"*

Tips from The Tao

In dwelling, live close to the ground.
In thinking, keep to the simple.
In conflict, be fair and generous.
In governing, don't try to control.
In work, do what you enjoy.
In family life, be completely present.
— *Lao-Tzu (circa 550 B.C.)*

Submitted by IDC Assistant Controller ***Terri Schafer***

Achievement: "Unless you try to do something beyond what you have already mastered, you will never grow."

Submitted by IT World Canada List Services Coordinator ***Jeannie Button***

And this collection from Network World Publisher & CEO **Evilee Thibeault**:

"You miss 100% of the shots you don't take."
— *Wayne Gretzky, hockey great*

"If you are not fired with enthusiasm, you will be fired with enthusiam."
— *NFL coach Vince Lombardi*

"There is only one boss, the customer, and he has the power to fire everyone in the organization by just spending his dollars elsewhere."
— *Sam Walton, CEO, Wal-Mart*

"It is your attitude and not your aptitude that determines your altitude."
— *Unknown*

"Success is not the result of spontaneous combustion. . . you must set yourself on fire!"
— *Unknown*

Museum of Science passes available

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes that are available to employees. The free admission is for regular exhibits only. Anyone from the Boston area or those planning to visit should write to world_update@idg.com and provide name, business unit address and number of passes needed.

celebrating 10!

Name
Michael Siggins

Home
Wellesley, Mass.

Joined IDG
1991, Graphics Specialist at *Computerworld*

Career path since joining IDG
I started in the *Computerworld* graphics department then joined CXO Media as art director at *CIO*.

Current title
As Group Director of Custom Publishing, I oversee staff, P&L and business development efforts for custom magazines, Web content and licensed IDG content.

Most challenging part of your job
Keeping up with the bombardment of inquiries about our services! Things are really picking up out there, and the phones are ringing off the hook.

Best part of your job
I have equal passion for all aspects of my job. From the consultative sales approach required to land the business to the creative development required to produce a publication to the dynamics of working with such talented team members.

What's kept you at IDG for 10 years?
The opportunities for growth. The challenges and the rewards.

Best compliment you've ever received on your work?
A Microsoft manager called my team "rock stars" because they were so thrilled with the innovations we introduced in their custom magazine.

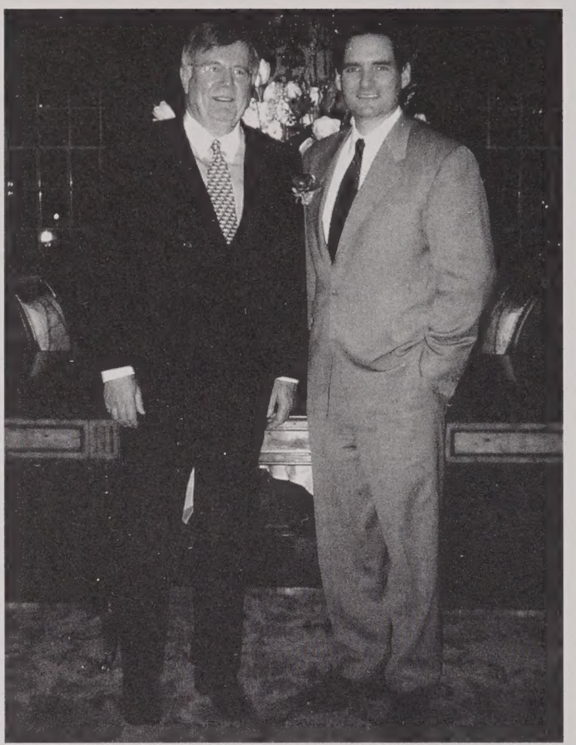
Best piece of advice you've ever received?
"When in doubt, risk it."

Person from whom you've learned most about leadership?
My wife, Cara. She sets a lofty example for me to follow that focuses on fair, just treatment of individuals; taking the hand you are dealt and turning it into a winning hand; taking chances; accepting responsibility and sharing glory. All with a healthy dose of humor. It was she who offered me the advice mentioned above.

Family
My wife and I have two daughters and a son.

Dream destination
New Zealand

Fantasy job
Café owner in Italy.



*CXO Media's **Michael Siggins** celebrated his 10th anniversary with the company as the guest of IDG Chairman **Pat McGovern** at a dinner at Boston's Ritz-Carlton.*

If you won the lottery tomorrow, you would
Go shopping. Then go shopping again. Then give a lot away to those who could really use it.

Retirement dreams?
To have many grandchildren to spoil.

Manager's profile
"Michael's strong sales, marketing, project management, customer service and overall publishing skills have been key to growing the custom magazine and Web content revenue for CXO Media. He has done an outstanding job overseeing the implementation of Microsoft *Executive Circle* and introducing an innovative 1-to-1 marketing program. In addition to receiving kudos from his clients at Microsoft, a recent readership survey showed that 79% of the respondents felt *Executive Circle* was as useful as a trade magazine. During the past year, Michael has been able to leverage the success of Microsoft *Executive Circle* into two additional custom magazines (for BMC Software and RSA Security) as well as numerous custom Web content projects."

— Ellen Romanow. EVP Sales and Custom Publishing, CXO Media

Get your newsletter via PDF

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Kristen Kennedy *Network World*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^R, Macworld Conference & Expo^R, COMNET^R Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Nine Neal awards boost company's total to 34

CIO magazine takes home second straight Grand Neal for overall excellence

IDG publications dominated the 50th annual Jesse H. Neal National Business Journalism Awards earlier this month taking home nine editorial achievement awards – including *CIO*'s second straight Grand Neal. Publications honored on the stage of the Waldorf-Astoria in New York City were *CIO*, *CSO*, *Bio-IT World* and *PC World*. *Computerworld*, *Macworld* and *Network World* were also named as finalists. In addition, *Computerworld* Editor-in-chief **Maryfran Johnson** was singled out for exemplary editorial courage and integrity with the first Timothy White Award (see article page 4).

PHOTO COURTESY OF ABM

Proudly displaying their Grand Neal in the lobby of the Waldorf-Astoria earlier this month are (l-r): CIO Editor ***Rick Pastore****, Art Director* ***Terri Haas****, Editor-in-chief* ***Abbie Lundberg****; Research Editor* ***Lorraine Cosgrove****, Executive Editor* ***Michael Goldberg****, Executive Editor* ***Alison Bass*** *and Senior Editor* ***Scott Berinato****.*

The Grand Neal is presented to a publication that best exemplifies editorial excellence in the business press. *CIO* was honored for its Feb. 15, 2003, cover story, "All Systems Down," which offered a detailed look at the disastrous crash of a computer network at Boston's Beth Israel Deaconess hospital. Written by Senior Editor **Scott Berinato**, the eight-page feature offered a blow-by-blow account of what he characterized as "one of the worst health-care IT disasters ever."

In addition, *CIO* won two other Neal awards, *CSO* magazine took home four awards and was second runner-up for the Grand Neal, *Bio-IT World* earned

continued on page 4

Tool aids in go/no-go decision to launch new business

IDG
WORLD EXPO
Pre-Launch Plan
Timeframe: 12 1/2 weeks
SHOW X

A copy of IDG World Expo's business development plan is available on World Update Online.

When **David Korse** was named president of IDG World Expo last June, he brought with him nearly 20 years of trade show management experience, a mandate to expand the company's event offerings and a business development tool that brings a new discipline to the company's new business evaluation process.

IDG WORLD UPDATE

IDG World Expo President ***David Korse*** *(l) and VP, Business Development* ***Doug Gold****.*

The Preliminary Launch Proposal, or PLP, identifies six stages (see sidebar, page 5) for evaluating a prospective business venture and outlines specific steps to be taken within each. Each stage serves as a "decision gate" and concludes with a go/no-go determination by World Expo's three-person development team, which includes VP, Business Development **Doug Gold**, and managers of business development **Michelle Hartley Jackson** and **Anjali Chawla**. Though flexible, each evaluation process spans approximately three months. Each stage is assigned a timeframe — from several days to several weeks — and an estimated budget — from no cost

continued on page 5

newsworthy

in brief

CIO Germany, government partner again draw large audience for forum

CIO Germany's second annual CIO-Hamburg IT Strategy Congress again proved to be an enticing forum for C-level executives who wanted to learn more about IT best practices and future trends while taking advantage of discussion and networking opportunities. Supported by 13 corporate sponsors, the two-day event last month drew more than 600 decision makers from the German and Swiss IT industry, major corporations and academia. The sponsorship and attendee numbers represented increases over last year.

HAMBURGER IT STRATEGIETAGE 2004
19. UND 20. FEBRUAR

CIO Germany Vice Editor-in-chief ***Horst Ellermann****.*

As he did last year, Gunnar Uldall, head of the Ministry of Economy and Labor for the state of Hamburg, served as CIO's partner in organizing and financing the event. Hamburg@work, an alliance of media, IT and telecommunications companies that seeks to strengthen Hamburg's image as a major IT city, co-hosted the event. As a result, conference admission was relatively low (298 Euro [US$360] for both days, 198 Euro [$240] for one), which *CIO* Publisher **Canio Martino** said helped boost attendance, along with ending the conference on a Friday so participants could enjoy the weekend in Hamburg.

The mix of strategic and practical presentations and small-group sessions led by well-known C-level leaders addressed how companies can become more profitable as economic indicators finally begin to rise. Topics covered included mobile computing, offshore outsourcing, how CIOs use IT to generate added value for their companies and how IT strategies are created and practiced. Sponsors had the opportunity to talk about new technologies during the break-out sessions and participate in an exhibit area.

Canio Martino at cmartino@cio.de.

CIO Germany

Launched October 2001
Frequency Monthly
Controlled circulation 39,394
Distributed Germany, Switzerland and Austria
URL www.cio-magazin.de

IDC's Kirk Campbell addresses meeting of top-level IT executives in Seoul

IDC President & CEO **Kirk Campbell** last month became the first person from outside Korea to address the Korea IT Leaders Forum, an exclusive group of leading business, government and academic leaders from the Korean IT and telecommunications industry.

Campbell, who delivered a keynote entitled, "The Global IT Outlook for 2004," said forum members were very interested in hearing IDC's forecast of future market trends.

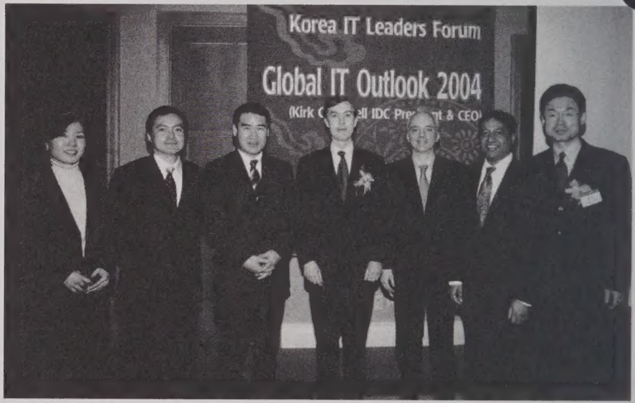
During a question-and-answer session after the keynote, forum members asked Campbell about Korea's role in the global IT industry, how important is the CIO role in a corporation, and what the next 'killer applications' would be.

There were numerous articles in the local press the next day, thanks, Campbell said, to the IDC Korea team's "great job in getting all the key Korean media to the event and for the questions and answers afterwards."

Kirk Campbell *fields a question.*

IDC Korea General Manager **D. H. Oh**, the only market research company executive who has been asked to join the forum, was largely responsible for arranging for the invitation to address the group, Campbell noted.

According to Campbell, IDC has the strongest research coverage of IT and telecommunications trends in Korea. "IDC Korea is the No. 1 research company for Korean IT research," he said. "The other local companies are very small with only one or two people. The global market research firms also have a smaller presence in Korea than IDC does." IDC Korea has 30 employees.



A number of IDC executives attended last month's Korea IT Leaders Forum in Seoul. From left: ***H.J. Kim****, marketing manager, IDC Korea;* ***Alan Hsieh****, managing director, IDC China;* ***D.H. Oh****, general manager, IDC Korea;* ***Kirk Campbell****, president & CEO, IDC;* ***Philippe de Marcillac****, senior vice president, International Business Units, IDC;* ***Piyush Singh****, managing director, IDC Asia/Pacific;* ***Masato Takeuchi****, managing director, IDC Japan.*

Following the Korean IT Forum, Campbell met with Dr. Dae-Jae Chin, the Chief Minister of the Korean Ministry of Information and Communications, a powerful government ministry that promotes the rapid adoption of technology in Korea and supports the growth of the local industry.

He also had several other high-level client visits including a meeting with Choi Ji-Sung, president of Samsung's digital media division.

Contact kcampbell@idc.com or doh@idc.com.

one on one the interview

Nancy Newkirk
IDG's director of information services is this week's columnist. Reach her at nancy_newkirk@idg.com.

Q Could you very briefly describe what areas your department is responsible for?

A We support the IDG Corporate staff and their IT requirements: e-mail, desktop, applications. We support the IDG financial software applications, including the General Ledger, Accounts Payable, Accounts Receivable and TRS (billing) systems. We support the Finance and Budgeting group applications. We developed, maintain and support two Web sites for financial data: IDGCSG.com and FINDATA.com. We host the IDG.net and IDG.com Web sites. We support the worldwide hub for Notes e-mail and application replication. We administer the e-mail for any IDG.com addresses, which is about 400 people in the U.S. and U.K., and a few others worldwide. We are responsible for the IDG Notes Name and Address book.

There are 17 people in my group. Eleven people are responsible for the development, maintenance and support of the applications and Web sites. Six are responsible for the desktop, network, e-mail, hosting and all other hardware support. However, the lines are often blurred, and I always say that everyone in my group has the same job description: Keep the systems running!

Q What have you been doing for your e-mail system to combat spam and viruses?

A In July 2003 we outsourced our spam and virus filtering for all incoming Internet mail directed to @idg.com addresses to a company called Postini. We signed a worldwide pricing agreement with them that allows any IDG business unit to use them at what we think are very reasonable prices. To give you an idea of the effectiveness of Postini, before we signed the deal with them, we had one person working fulltime on spam filtering. Now, it is down to two to four hours a week. In all, @idg.com addresses receive about 45,000 e-mail messages a day. Of those, only about 6,000 are to valid @idg.com addresses, and only about 2,000 on any given day are valid, non-spam, non-virus emails.

Before Postini, we were responsible for accepting all 45,000 e-mails each day and filtering them. Now, Postini receives them and forwards to us the 2,000 that are real. On any given day, we also receive 20 to 30 e-mail messages containing viruses. During times when new viruses are active, the volume can increase to 2,000 or more a day. Postini catches them before they ever hit our network. It has been a lifesaver and a timesaver for my group. It has also saved our clients a tremendous amount of time managing their e-mail boxes. Several IDG business units use the Postini service now. If you are interested in it, please let me know.

We also have spam filtering and virus protection on our in-house email server for those e-mail messages that are not inbound Internet e-mails. However, the traffic level for those is significantly lower and is only from other IDG business units, most of which also have spam and virus protection so the exposure is not as great. We do occasionally have an issue with a business unit that is not protected and delivers spam and viruses to our network through Notes directly. We are working on various means of tightening that protection, including requiring any business unit that wants to exchange e-mail directly from Notes server to Notes server to have a verified spam and virus protection process.

Q You have some impact on the worldwide IDG Domino environment. What are your plans?

A We are working to tighten our Domino network worldwide. Our goal is to totally renovate the current network concept, including e-mail exchange and database exchange. We want to provide a stable and scalable messaging environment for IDG. We want to develop a vision of what the network should look like given the reality of what technology allows now and a road map to achieve that vision. This proposal will cover SMTP routing, domain management, integration and cross-certification, application deployment and support, version maintenance, redundancy and fail over, security, Domino directory normalization and Lotus collaborative tool positioning within the IDG domain.

We've identified the new infrastructure as consisting of three categories or rings. A set of rules will define how servers and clients can become part of each ring. These rules will include versions, policies, testing procedures, implementation procedures and maintenance procedures. Ring 1 is controlled by IDG Corporate IT staff and is the center of the IDG domain. Ring 2 is the business units that meet the criteria to be cross-certified for connectivity. Ring 3 is business units not using Domino, and all others that don't meet the criteria for Ring 2.

When we have a well-articulated plan, which we hope will be within the next several months, we will publish it in *IDG World Update* and share it with all the identified IDG Notes administrators for feedback before we start to make any changes. We will then start taking the steps to move toward the final vision. If you would like to provide input on this plan, please let me know.

Global agreements available to all business units

Two years ago, IDG signed a worldwide services agreement with MCI. It expires at the end of March 2004. We are almost complete with the renewal. We have expanded the scope of the contract to cover most, if not all, of the services that MCI offers globally. We believe that the prices and rates are excellent and we have tried to make it as global as possible. As soon as we have the final agreement in place, I will publicize it in *IDG World Update*. In addition, we have a worldwide agreement in place with spam filtering provider Postini, a Lotus Passport agreement and a Microsoft Select agreement. If you are interested in any details on these agreements, please let me know.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

CIO, CSO, Bio-IT World, PC World take home Neals

The complete list of awards is as follows:

***CIO* Magazine**

- Grand Neal Award for "All Systems Down" (Feb. 15, 2003): www.cio.com/archive/021503/systems.html
- Best Single Article for "All Systems Down"
- Best Single Issue of a Magazine (Oct. 15, 2003): www.cio.com/archive/101503/index.html

***CSO* Magazine**

- Second Runner-Up Grand Neal Award for "Machine Shop" edited by **Elaine Cummings**: www.csoonline.com/read/040103/machine.html
- Best Single Article for "Patch and Pray" (written by **Scott Berinato**, August 2003): www.csoonline.com/read/080103/patch.html
- Best Regularly Featured Department or Column "Machine Shop" www.csoonline.com/read/040103/machine.html
- Best Single Theme Issue of a Magazine or Newspaper/News Tabloid "How to Win at Risk" (December 2002): www.csoonline.com/read/120902/index.html
- Best Single Issue of a Magazine (May 2003): www.csoonline.com/read/050103/index.html

Bio-IT World

- Third Runner-Up Grand Neal Award for "Soul Searching" (written by **Melissa Kruse**, Sept. 11, 2003):
- Best Single Article for "Soul Searching" www.bio-itworld.com/archive/091103/soul.html

PC World

- Best Website for PCWorld.com www.pcworld.com

Neal Award

continued from page 1

PHOTO COURTESY OF ABM

*CIO Editor-in-chief **Abbie Lundberg** (r) accepts the Grand Neal on behalf of CIO magazine.*

one award in addition to being named third runner-up for the Grand Neal and *PC World* took home the award for Best Web site.

IDG publications bested almost 1,300 entries in the most competitive year ever for the Neal Awards. Since 1971, IDG has won 34 Neal awards, including four Grand Neals (*PC World* took home the top prize in 1999 and 2000). IDG has more Neal Awards to its credit than any other technology media company.

PCWORLD.COM
TECHNOLOGY ADVICE YOU CAN TRUST
2004 Neal Award for Best Web Site

IDG WORLD UPDATE

The PC World editorial and online teams gather on their rooftop deck to proclaim their victory in this year's Neal awards.

HOWARD SHOLKIN

*Bio-IT World staff on hand in New York to celebrate the publication's Neal win include (back row, l-r): **Mark Uehling**, senior science editor; **Alan Bergstein**, senior VP & publisher; **Sal Salamone**, senior IT editor; **Kevin Davies**, editor-in-chief; and **Tony Strattner**, special projects editor. From row, l-r: **Malorye Branca**, senior informatics editor; **Catherine Varmazis**, Web editor; and **John Russell**, executive editor.*

CW's Maryfran Johnson honored for editorial courage, integrity

HOWARD SHOLKIN

*The Timothy White award was presented to **Maryfran Johnson** by White's widow, Judith Garlan White (center, accompanied by her son) who said, "The first winner sets the tone and the height of the bar for this award. Maryfran is a journalist my husband would be proud of."*

Computerworld Editor-in-chief **Maryfran Johnson** this month became the first recipient of a new editorial award from American Business Media designed to honor a business journalist whose work displays courage, integrity and passion. The Timothy White Award, named for the longtime editor of *Billboard* magazine who was considered the "conscience" of that magazine and who died unexpectedly of a heart attack in June 2002, was presented to Johnson during the 50th annual Jesse H. Neal Awards ceremony in New York City.

The award cited several examples of Johnson's courage and integrity, including a June 2001 editorial on Oracle Corp.'s decision to cancel a large amount of advertising after *Computerworld* published a series of articles on Oracle's unfair pricing policies (story link available in IDG World Update Online). Also cited was an October 2003 editorial titled "Ethics and Influence," in which Johnson, prompted by a *Computer-world* story on ethical questions raised by a Microsoft Corp.-sponsored Forrester Research Inc. report, drew attention to the role played by the media itself and its "spotty record in asking enough of the right questions about the pedigree of the research we report on" (story link available in IDG World Update Online).

"Upholding the editorial integrity of the work *Computerworld* does is already a privilege for me, as is leading the outstanding group of journalists we have here," Johnson said. "This award is a great honor for us all, but it's also a wonderful reminder of how important it is to keep our readers foremost in everything we do."

"We're very proud of Maryfran," said Computerworld CEO **Bob Carrigan**. "*Computerworld* has won a lot of editorial awards over the years under her leadership, so it's nice to see that she, personally, has been recognized for her journalistic excellence."

Contact maryfran_johnson@computerworld.com.

IDG

March 29, 2004

Inquiry Analyst, Hardware Research (IDC)

The IDCInquire Group is seeking an Inquiry Analyst to support Consumer Markets, Semiconductor, Channels and Peripherals research at IDC. The Inquiry Analyst is a first point of contact for IDC clients, Analyst and IDC Sales in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Hardware Analysts and get insight on the many facets of the Analyst role at IDC. Inquiry Analysts at IDC sit amongst their peers and partner with a specific IDC Research Group to provide support to both internal analysts and sales and IDC clients. Key responsibilities include: partnering with the Hardware Research Group to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting the Hardware Research Group with data collection and writing needs as appropriate. Please see idc.com for a further description.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Manager, Market Development (IDC)

IDC is seeking a dynamic, cross disciplinary marketing professional with strongly demonstrated business and market development experience to drive revenue for a diverse portfolio, and contribute to the development of a growing marketing team. The individual will work closely with sales and marketing teams, management, prospects/clients and analyst teams to develop, implement and manage overall market development and sales growth strategies and plans for new and existing products and professional services within the hardware research group, as well as build and negotiate strategic channel partnerships to grow business and market reach. The individual will be joining a team of marketing professionals within the Hardware Research Group (encompasses Consumer, Enterprise, Mobile/Wireless technology and solution areas) and will also be connected to a network of marketing professionals across IDC. Please see idc.com for a full description. ***Location: Framingham- MA***
Contact: Email: idc_jobs@idc.com

Sr. Client Services Representative (IDC)

IDC is looking for a Senior Client Service Representative to work closely with the sales force and our Major Accounts customers. The Sr. CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Sr. CSR will be part of team that provides superior support to a designated client base. Specific responsibilities include: being the primary customer service contact for the client base; managing all incoming questions/issues and providing resolution; coordinating training for new customers on IDC resources; coordinating briefings between customers and analysts; assisting with billing and invoicing issues; partnering with Finance to reconcile monthly booking information; and entering customer information into sales databases. Additionally, Sr. CSRs are responsible for assisting sales people with account strategy and building relationships within all client sites. Ideally, the Sr. CSR role spends 40% of their time on internal issues and is then focused 60& of the time on addressing external needs. Please reference idc.com for a full description.
Location: Mt. View – CA
Contact: Email: idc_jobs@idc.com

Conference Coordinator (WEC)

IDG World Expo has an exciting opportunity for an energetic Conference Coordinator to join our team. In this position the Conference Coordinator will hold responsibility for the coordination of logistics and operations for conference programs at our events. Responsibilities include coordinating all conference room sets, catering, signage, and day-to-day contact with speakers and outside consultants. The person in this position will also assist with the planning and development of conference content and may provide administrative support when needed. Ideal candidates will posses 1-3 years of related experience, excellent attention to detail, superior written and verbal communication skills, as well as organizational and computer skills. Tradeshow planning experience is a plus. Some travel is required. ***Location: Framingham – MA***
Contact: Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

What to consider before launch

The six stages in IDG World Expo's Preliminary Launch Proposal are adaptable to various new business initiatives. (Note: the timeframes and costs are approximate and may change somewhat from project to project.)

Stage 1: Concept, Value and Market Basics
- Timeframe: three weeks
- Cost: $500 for possible outside research needs.

Stage 2: Detailed Competitive Analysis and Calendar/ Geographic Positioning
- Timeframe: two weeks
- Cost: minimal (less than $1,000 to visit an event if timely).

Stage 3: Confirm Value Proposition
- Timeframe: three weeks
- Cost: less than $10,000 to visit exhibitors or acquire outside consultative assistance.

Stage 4: IDG World Expo New Show Lens
- Timeframe: two weeks
- Cost: minimal.

Stage 5: Event Positioning, Financials, SWOT, Niche Statement
- Timeframe: two weeks
- Cost: minimal.

Stage 6: Final Go/No Go
- Timeframe: three days
- Cost: none

The PLP is available as a PDF file on World Update Online (www.idgworldupdate.com).

World Expo

continued from page 1

to several thousand dollars to cover such items as site visits or outside research.

"Launching new events in today's business environment is much more science than art," Korse said. "It used to be fairly simple to launch new events — we'd just throw a bunch up against the wall and see what stuck. The realities of our current economy and the increased competition for our share of the declining event marketing dollars have substantially changed the way we approach the process. Where we used to ask 20 questions before launching something, we now ask 200. We do a great deal more research and focus on defining the value chain before committing significant resources to a new event," he explained.

Since Oct. 1, the World Expo development team has used the PLP to evaluate six potential new events. Of those six, two have been launched (one with Robotics Trends, which was held March 9-10 in Cambridge, Mass. — see sidebar at right — and Wireless Sensing Solutions, slated for September in Chicago); one was rejected and three are still being evaluated. "The advantage of using a structured process like this is that it gives us a consistent lens with which to objectively view potential new business. All ideas go through the same process regardless of who is doing the evaluation," Korse said. "There are logical places built into the process for us to stop, take a breath and decide whether it makes sense to continue."

In addition, the group always has a clear idea of where each project is in the development pipeline and can easily prioritize projects based on an objective review of their potential, Korse said.

Contact David Korse at david_korse@idg.com.

IDG World Expo's first robotics event is a success

IDG World Expo and Robotics Trends hit a home run with their first conference earlier this month. Emerging Robotics Technologies & Applications Conference: New Business and Product Opportunities in Personal, Service and Mobile Robotics sold out, greatly exceeding the estimated attendance levels by drawing a worldwide audience of more than 400 robotic manufacturers and entrepreneurs as well as business, investment and government executives interested in tracking the emerging personal, service and mobile robotics markets.

More than 20 of the world's top business, academic and investment experts spoke on commercialization of emerging robotics technologies during the two-day conference in Cambridge, Mass. Among the topics discussed were issues related to standards, development and design, partnering opportunities, market sizing and the use of robotics in education, business, the military and other areas.

According to IDG World Expo, independent market studies have reported that the personal, service and mobile robotics markets will grow to more than $5 billion in 2005 from less than $500 million today and will show even more dramatic growth after that. The market for intelligent, mobile robots for use in the home, workplace and public places is expected to bypass the older industrial robotics market by 2005.

The next Robotics event will be RoboNexus, an international consumer, educational and business development event for personal, service and mobile robotics, at the Santa Clara Convention Center in Santa Clara, Calif., Oct. 21-23.

Contact IDG World Expo Senior Public Relations Coordinator ***Beth Wickenhiser*** *at beth_wickenhiser@idg.com or go to www.roboticsevents.com.*

Coming up

Storage Networking World Spring
April 5-8
Phoenix
www.computerworld.com/events#snw

Directions
April 7
Boston
www.idc.com/events

Computer World Expo/China
April 7-10
Beijing
www.it-world.com.cn

Brazil Linux and Operating Systems Adoption Conference
April 15
Brasilia, Brazil
www.idc.com/events
www.idcbrasil.com.br

IDC Outsourcing Forum
April 19-20
New York
www.idc.com/eents

Directions
April 20
Kuala Lumpur, Malaysia
www.idc.com/events

Directions
April 22
Singapore
www.idc.com/events

Directions
April 29
Sydney, Australia
www.idc.com/events

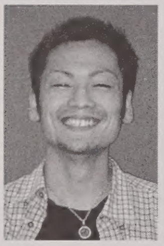
Brazil Linux and Operating Systems Adoption Conference
May 4
São Paulo, Brazil
www.idc.com/events
www.idcbrasil.com.br

noteworthy people

Dean

Shimada

Koike


Ishihara

Sandoval

Layton

New employees

Previously managing director of Dean Associates, **Mary Dean** comes to IDC West in Mountain View, Calif., as a sales manager. She holds two degrees from the University of Nebraska/Lincoln, a B.A. in history and an M.A. in educational psychology. In her free time she golfs, gardens and serves on the Board of Directors of San Mateo and Santa Clara (Calif.) counties. *mdean@idc.com*

Paul Hands joins IDC's Life Science Insights division as VP, sales and marketing, coming from World Markets Research where he was general manager and VP of sales. He holds a B.B.A. in marketing from the University of Iowa and has studied at Richmond College in London. Away from the office he enjoys mountain biking, golf, scuba diving, and coaching baseball. A father of three children under nine, he found time to create a non-profit baseball/softball organization to expand participation in those sports in his hometown. *phands@idc.com*

Barnali Banerji joins IDC Framingham as senior research analyst in the Human Performance Learning Services research group. She had a similar role in her previous job with Quantum Research in Calcutta, India. She holds a B.A. in International Relations and History from Mount Holyoke College in Mt. Holyoke, Mass., an M.S. in communications from Manipal Institute of Communication in Manipal, Karnataka, India, and an M.B.A. from Boston's Northeastern University. Away from the office, she enjoys cooking. *bbanerji@idc.com*

Previously a senior program/project manager with EMC Corp, **Jill Kurzontkowski** joins IDC Framingham as a human resources/education coordinator. A graduate of the University of Massachusetts/Amherst, she holds two B.A.s, one in psychology and another in education. Away from the office she enjoys tennis and photography. *jkurzontkowski@idc.com*

Kazumi Shimada joins IDG Japan's General Administration team, having worked as a staff accountant at her previous employer. She holds a degree in education and enjoys reading and music. *kshimada@idg.co.jp*

Akiomi Koike has joined the editorial staff of *CIO Japan*, coming from a similar role at a local governmental magazine. He studied oriental philosophy and enjoys cooking and karate. *akoike@idg.co.jp*

Previously with several PC, music and sports magazines, **Masamichi Ishihara** joins the editorial staff of *Network World Japan*. He holds a degree in English literature from Meiji University and enjoys practicing kendo, the art of samurai swordsmanship. *mishihara@idg.co.jp*

Jessica Borgudd is IDC Sweden's new global account manager, coming from Ovum Ltd. where she was Nordic regional sales manager with global responsibility for Ericsson and Nokia. Among her many interests are sailing, snowboarding and shopping, "however, at the end of the day my favorite is to enjoy a nice meal with my dearest and closest friends." *jborgudd@idc.com*

IDC Mexico has hired **Gerardo Sandoval** as research telecommunications manager. Prior to joining IDC he was a strategic planning consultant with Avantel, the second largest telecommunications service provider in Mexico. He holds a B.S. in industrial engineering from Universidad Iberoamericana in Mexico City and an M.B.A. from the University of Texas/Austin through a program with Mexico's Instituto Tecnologico y de Estudios Superiores de Monterrey. A beginning golfer, he also enjoys working out, fishing and snow skiing. He also keeps exotic pets, including two small crocodiles, two alligators, four turtles that share a state-of-the-art pond he built for them; he also maintains a 30-gallon marine aquarium and a six-gallon tropical aquarium. *gsandoval@idc.com*

Brenda Maillet joins IDG as a corporate travel agent in the Framingham, Mass., office. Previously a manager at Rodgers Travel at Hanscom Air Force Base in Bedford, Mass., Brenda is a graduate of the Travel Education Center in Nashua, N.H. Outside the office she enjoys — what else? — traveling. *brenda_maillet@idg.com*

PC World has hired **Stephanie Layton** as editorial administrative assistant ("I get to dish out candy and deliver paychecks!"). She was previously an assistant editor with *Yoga Journal*. She graduated from the University of Delaware with a B.A. in English and journalism. A travel fanatic, she took last year off to travel around Mexico and Central America. She is also a drummer and a cinephile. *stephanie_layton@pcworld.com*

IDG World Expo's new manager, business development is **Anjali Chawla**. Her previous job was as a product manager for Momentix, Inc. She holds a B.S. in hotel management and an M.B.A. from Johnson & Wales University in Providence, R.I. She enjoys travel and recently took part in a charity 5K-run "and actually made it to the finish line!" *anjali_chawla@idg.com*

Karen Bornstein is the Network World Events Group's new sales operations specialist, managing relationships with the Platinum and Gold sponsors. She was most recently senior advertising manager with Eaton Publishing. A graduate of the University of Massachusetts/Amherst, she earned a B.A. in business administration. She enjoys traveling, trying new restaurants, and last summer completed two women's triathlons. *kbornstein@nww.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Ursula Sauter *IDG Germany*

23

Helga de Gregori *IDG Germany*

19

Maria Dolores Hermosell *IDG Spain*
Ramón Nacenta *IDG Spain*

18

Simone Fiedler *IDG Germany*

17

Patricia Sims *IDG List Services*
Richard Villars *IDC*
Michele Kallin *IDC*
Magdalena Koch *IDG Germany*

16

Michael Carroll *PC World*
Peter Gruber *IDG Germany*

Carroll

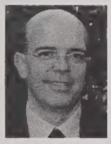
15

Kirsten Højrup *IDG Denmark*

14

Setsuro Tamai *IDG Japan*
Susanne Kirmaier *IDG Germany*
Hans Königes *IDG Germany*
Andrea Piontek *IDG Germany*
Ken Xie *IDC China*
Alessandro Degli Occhi *IDG Italy*

Tamai



Degli Occhi

13

Barbara Sullivan *Network World*
Christoph Burkhart *IDG Germany*
Reinhold Harlacher *IDG Germany*
Claudia Dudkin *IDG Germany*

Sullivan

12

Margaret Murphy *IDG*
Tom Hoffman *Computerworld*
Dick Schievels *IDG Netherlands*

11

Lisa Golden *IDG List Services*
Klaus Breu *IDG Germany*
Andrea Weinholz *IDG Germany*

10

Stephen Graham *IDC Canada*
Steve Fox *InfoWorld*

Fox

9

Jacki McDonald *IDC*
Alexandre Campos de Barros *IDG Brazil*
Madeleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*
Christian Meyer *IDG Germany*
Martin Chau *IDC Hong Kong*

8

Lisa Lauze *IDG*
Victor Falkteg *IDG Sweden*
Petra Rammelsberger *IDG Germany*

7

Jarmila Frejtichova *IDG Czech*
Elisa Della Rocco *Network World*
Parit Shah *IDG U.K.*
Simone de Wit-de Bruin *IDC Benelux*
Michael Schebesta *IDG Sweden*
Birgit Nonboe *IDG Denmark*
Melissa Shaw *Network World*
Kurt Strebel *IDG Switzerland*
Andreas Koschinsky *IDG Germany*

6

Jane Jordan *IDG*
Magnus Müller *IDG Sweden*
Karl-Johan Byttner *IDG Sweden*
Jerry Yang *IDG China*
Nathan Don *Computerworld*
Denise Dubie *Network World*
Gunnar Lott *IDG Germany*
Ronald Wiltschenck *IDG Germany*
Peter Müller *IDG Germany*
Davina Yeo *IDC Hong Kong*

5

Vernon Turner *IDC*
Beata Kolecka *IDG Poland*
Joris Evers *IDG News Service*
Jonas Lindholm *IDG Sweden*
Caroline Garnier *IDC France*
Michael Fahlsing *CXO Media*
Claudia Heinelt *IDG Germany*
Frank Heublein *IDG Germany*
Jutta Rauch *IDG Germany*

4

Jayr Pimentel *IDC Brazil*
Acela Bofill *PC World Latin America*
Vanessa Teal *IDC U.K.*
Johanna Rehn *IDG Sweden*
Helle Kierkegaard *IDG Sweden*
Stefan Lindqvist *IDG Sweden*
Frank Wang *IDG China*
Lisbeth Wistisen *IDG Denmark*
Lia Pitarresi *IDG Italy*
Reynald Flechaux *IDG France*
Bertrand Lemaire *IDG France*
Ryan Francis *Network World*
Robert Gammel *IDG Germany*
Daneila Sieger *IDG Germany*
Petra Maria Schmitz *IDG Germany*
Andreas Mallin *IDG Germany*
Mi-Nam Lee *IDC Korea*

3

Scarlet Pruitt *IDG News Service*
Aki Hosokawa *IDG Japan*
Maki Aikawa *CIO Japan*
Mari Goto *IDG Japan*
Paolo Pescatore *IDC U.K.*
Wanda Zólcinska *IDG Poland*
Lars Danielsson *IDG Sweden*
Robert Brännström *IDG Sweden*
Johan Birath *IDG Sweden*
Sonia Singh *IT World Canada*
Hisami Suzuki *IDC Japan*
Paula Estrutti Campelo *IDG Brazil*
Peter Höllriegel *IDG Germany*
Peter Priewasser *IDG Germany*
Rudolf Parzefall *IDG Germany*
Herbert Maier *IDG Germany*
Canio Martino *IDG Germany*
Wilbert de Vries *IDG Netherlands*

2

Courtney Coughlin *Network World*
Fausto Schmidt *IDC Brazil*
Arthur Cole *IDG U.K.*
Hiromi Koyanagi *IDG Japan*
Joanna Tarnowska *IDG Poland*
Kent Ong *IDG Singapore*
Marcus Jerräng *IDG Sweden*
Lynn Hong *IDG China*
Lisa Farrell *InfoWorld*
Arne Steinmark *IDG Denmark*
Kathy Snow *Computerworld*
Chin Jun-Fwu *IDC Malaysia*

1

Victor Simko *IDC*
Nora Valencia *IDC Mexico*
Jesper Permerud *IDG Sweden*
Jimmy Svensson *IDG Sweden*
Mikael Näslund *IDG Sweden*
Ning Fu *IDG China*
Alex Liu *IDG China*
Susana Folgado *IDG Spain*
Norma Lum *IDG New Zealand*
Peter Babb *IDG Entertainment*
Patricia Pickett *IT World Canada*
Eddy Jendoubi *IDG France*
Dirk Limburg *IDG Germany*
Ng Su-Lin *IDC Australia*
Theo Paijmans *IDG Netherlands*
Arnold Diepenheim *IDG Netherlands*
Eric Bartelson *IDG Netherlands*
JanKees van Nek *IDG Netherlands*
Bas Roestenberg *IDG Netherlands*
Mike van Zijl *IDG Netherlands*
Richard Borgman *IDG Netherlands*
Tim van Amerongen *IDG Netherlands*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Gao Lihua

Home
Nanjing, China

Joined IDG
January 1993

Career path at IDG
I've always been a news reporter.

Current title
Senior reporter, *China Computerworld.*

Most challenging part of your job
Conducting interviews in English.

What's the most rewarding thing you've ever done, in the office or outside?
After years of hard work, I earned some money and bought my own apartment in a beautiful place in Nanjing, in central China.

Of what accomplishment at work are you most proud?
I have had my own weekly column entitled *Lihua's Column* in *China Computerworld* for four years.

Most challenging part of your day
While working hard to meet the deadline, a new task comes in or the computer goes down.

Best way someone could compliment you on your work?
If some company leaders change their decision making after reading one of my articles.

First job
Peking Opera performer.

Interests
Photography and dancing.

Family
My husband, my daughter and son-in-law.

What did you want to become when you were a child?
An artist.

One possession you'd grab if your house were on fire?
My laptop computer.

If you won the lottery tomorrow, you would...
Donate part of it to the Hope Project (a project to assist primary school students in poverty-stricken areas).

Favorite vacation spot
Europe.

Retirement dreams?
Traveling with my husband and taking care of my grandson or granddaughter.

***Gao Lihua** celebrated a decade of service to China Computerworld during a lunch in Beijing with IDG Chairman **Pat McGovern**.*

Manager's profile
"Gao Lihua has long been a column writer as well as a news reporter for *China Computerworld*. She is diligent and good at thinking and communications. She is the first reporter to have own column in the CCW group, and she is one of the most well-known reporters in the IT industry in China. Her column has a great impact on the entire IT industry. She has made special contributions to the influence of news of *China Computerworld.*"

— Liu Jiuru, vice president and editor-in chief of China Computerworld Publishing & Service Co.

Why do Windows PCs crash?

According to professional bug squasher Dirk Smith, president of Alexander LAN (maker of the Alexander System Protection Kit crash recovery utility), the main culprit is driver bugs. Buggy third-party drivers can bring on the Blue Screen of Death faster than you can say <Control>-<Alt>-<Delete>. The prime offenders, he says, are drivers for graphics cards and USB ports, and bugs in antivirus and firewall software. Rounding out the suspect list are bad memory and overheating. And here's an amazing stat: According to a memo from Microsoft's Steve Ballmer, "one percent of bugs cause half of all errors." Now if we could just find that 1%, we'd all be much happier. *— as reported by PC World Contributing Editor (and InfoWorld Editor-in-chief)* ***Steve Fox*** *in the April 2004 issue of PC World.*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Karen Fogerty *CXO Media*
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Diane Lieberman *Bio-IT World*
Karen Ren *IDG China*
Yukari Sasaki *IDG Japan*
Ardley Yee *IDG*

IDG WorldUpdate

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGWORLDUPDATE.COM

CW's Premier 100 event reflects renewed industry optimism

Optimism about the future of IT is back. Proof of that was very much in evidence at the recent Computerworld Premier 100 IT Leaders Conference, where the majority of the attendees declared themselves "very optimistic about the future of IT as a strategic contributor to business success."

IT LEADERS
CONFERENCE

The CW team responsible for the Premier 100 includes (kneeling, l-r): ***Leo Leger****, VP, Strategic Initiatives; and* ***Ron Milton****, executive VP. Standing (l-r):* ***Derek Hulitzky****, director, Event Marketing and Conference Programs;* ***Kate Carroll****, event marketing coordinator;* ***Chris Leger****, customer service coordinator;* ***Lynn Mason****, event operations specialist;* ***Ann Harris****, director, event sponsorship sales;* ***Nanette Jurgelewicz****, conference manager;* ***Pam Malingowski****, event program coordinator;* ***Michael Meleedy****, group manager, Event Operations; and* ***Joe Mola****, senior graphic design specialist.*

With a conference theme of "Mapping the Future of IT," the Premier 100 drew a record 700-plus high-level IT executives — mostly VPs of IT, CIOs and CTOs — to Palm Desert, Calif., early last month for three days of peer networking, idea exchange and business strategy discussions. The fifth annual event ended with a black-tie dinner and ceremony honoring Computerworld's 2004 Premier 100 Leaders for their business and technology accomplishments.

"I don't often have the opportunity to learn — everyone else is looking to me for answers," said Tom Shelman, VP and CIO of Northrop Grumman Corporation and a 2004 Premier 100 honoree. "I've learned an invaluable amount [here]. There are impressive names here, and they are discussing critical topics that all CIOs struggle with."

Said **Maryfran Johnson**, editor-in-chief of *Computerworld* and Premier 100 conference moderator, "We give senior IT managers much-needed breathing room here to talk to each other. The real

continued on page 5

Cameos and more

IDC
AccelaCast
View Transcript
View Agenda
Change Player/Speed

This multimedia video clip featuring Research Vice President/Content Management and Retrieval Software ***Sue Feldman*** *is one of more than a dozen IDC cameos in the Go-to-Market Services portfolio. For a complete list of GMS offerings, go to www.idc.com/gms.*

IDC Customer Care Program ensures quality client service

The team behind IDC's Go-to-Market Services (GMS) program has always prided itself on delivering a "high-quality, on-time, every time" experience for the vendor marketing and sales departments that GMS primarily serves. They've built that promise into their customer contracts, and, to ensure that goal is fulfilled, the team created a more formal process: the GMS Customer Care Program (CCP).

Just as GMS offerings are promoted as being modular, flexible and easy to use, the GMS team aims to establish a friendly, give-and-take foundation for its client relationships. "We want our clients to feel that even though we've delivered the product, they can count on us to advise and assist their implementation team," said Group VP/Go-to-Market Services **Clare Gillan**. And as a result, many first-time customers have become repeat customers.

Once a client has purchased a GMS offering, the three-part Customer Care Program begins with a telephone conference call involving the client, the GMS "engagement team," which, depending on project details, may involve GMS Director **Laura Nurzynski**, GMS Project Manager **Keith Bagley**, and **Malcolm Maclachlan**, the team's editorial manager. The calls may also include the account executive or, when primary research is required, members of IDC's Consulting team. All expectations are clarified and timetables set.

"We work with clients throughout the process to figure out and fine-tune what they want," said Director for GMS Marketing **Miriam Kutcher**, who along with Nurzynski crafted the Customer Care Program more than nine months ago.

continued on page 4

in brief newsworthy

China's developing IT security market gets a *CSO* publication of its own

China Computerworld Publishing & Services Co. unveiled its first issue of *CSO* China last month, targeting the developing information security market in China and corporate chief security officers.

A quarterly with an initial print run of 30,000 and an 80-page folio, *CSO* China will cover China's policies on information security and the administration and development of related technologies and products. Each issue will revolve around a single theme with sections such as Market Analysis, Technical Discussion, Product Test, Real Story and CSO Culture.

The first issue received a marketing and sales boost from a related conference supported by numerous manufacturers sponsorships. Before the launch, *CSO* China organized the "Summit Forum on Protection of Information Security Classifications," which attracted more than 200 CSOs from a variety of industries. Much of the discussion focused on how different types of information require different levels of security and how to control expenses accordingly. *CSO* editors published highlights from the event in the first issue, which also included other contents such as comparative studies of firewalls.

CSO China readers include the 3,000 members of the CSO Club, which was created last August. There is no cost to join the club; individuals apply for membership and are evaluated based on their level of job responsibilities. Members include those who create the national policies of China's information security industry, CSOs in charge of network information security and other high-ranking IT professionals. They can participate in IDG-sponsored forums, seminars and case analyses and have opportunities for networking and information exchanges with each other.

***Liu Jiuru**, president of China Computerworld Publishing & Services Co. displays a copy of his company's new CSO publication.*

The *CSO* China staff aims to develop a closer relationship with *CSO* U.S. and eventually publish monthly. Currently *CSO* China contents can be found through the *China Computerworld* site at www2.ccw.com.cn/04/0409/g.asp.

*For more information contact **Yang Hua**, assistant to the president of China Computerworld at yang_hua@ccw.com.cn.*

InfoWorld.com logs 1 million unique visitors in March

InfoWorld.com is reaping the rewards of numerous enhancements implemented over the past several months, last month reaching a milestone of more than 1 million unique site visitors. This compares with 763,677 visitors during March 2003 and represents a 31% year-on-year increase for the month.

Site improvements kicked off one year ago with a major redesign. Other enhancements include:
- Topic-focused editorial that uses an advanced taxonomy.
- Leadership in providing RSS feeds.
- The integration of Web logs
- The recently launched Product Review Guide.
- An expanded white paper library.
- Enhanced TechIndexes.

"The changes we have made over the last year have improved the perception of InfoWorld in the market as a leader for enterprise IT product information," noted **Matt McAlister**, vice president and general manager of the site. "The major redesign a year ago, along with the integration of Web logs and RSS last summer, and then the recently launched Product Review Guide make the site a much more inviting, useful and powerful product research tool. And I think those efforts are now paying off as people rediscover InfoWorld," he said.

Traffic to the Product Review Guide has increased dramatically, McAlister said, noting that the Test Center section of the site had been averaging some 125,000 unique visitors until January when the Product Review Guide debuted. "Unique visitors immediately jumped to 185,000," he said. "We're also seeing traffic to our Top News RSS feed go through the roof, with the number of requests for that feed now outnumbering requests for our home page!" (McAlister acknowledged that spiders and RSS client application behavior account for some of the huge growth, but notes the increase is nonetheless "significant.")

According to Intelliquest, *InfoWorld*'s print audience currently stands at 1.3 million readers. "It makes sense that our online audience would have similar reach," McAlister said. "The benefit for the advertiser is that we can hit a large audience for their messaging. But perhaps even more important, this audience is big enough for us to reach reasonable targets in specific technology segments. We have just launched our new TechIndex, which will allow an advertiser to target readers interested in WLANs, security appliances, network attached storage and over 200 other highly focused categories. You can't do granular targeting like that without a big audience."

McAlister said his team is constantly pushing the site to be a better product research tool and held up the Product Reviews Guide and the TechIndex section as "great examples of how to make the content that our editors produce more usable to people who visit the site. When we see traffic jumps like this, we know we must be helping people."

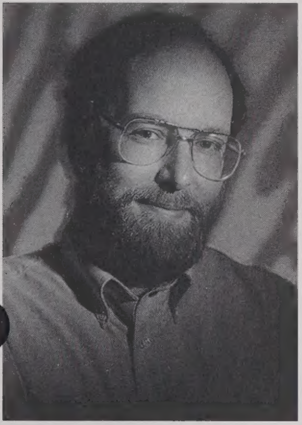
In addition, McAlister credits all the work done reinventing the print magazine during the past year with "feeding into this reinvigorated brand experience. We're beginning to see the fruits of a successful turnaround effort. *InfoWorld* matters again."

For more information contact Matt McAlister at matt_mcalister@infoworld.com or visit www.inforworld.com.

the interview

one on one

Adam Gaffin
Network World's executive editor, online, is this week's guest columnist. He started with Network World as a reporter in 1993 and became online editor a year later when the publication began planning a Web site. In his off-hours, he runs Boston Online (www.boston-online.com), which includes, among other things, a guide to Boston's unique form of English and a comprehensive listing and rankings of public restrooms in the city. Reach him at agaffin@nww.com.



The role of Web logs at Network World Fusion

We have "traditional" stand-alone Web logs, which let writers point readers to interesting stuff they find, and we've experimented with short-term Web logs for major trade shows. But we're also using Web log software (and a separate links-management tool) as the backend for our reporters to update their research centers with pointers to new resources.

Q What are your responsibilities and how do you interact with the rest of the *Network World* team?

A I'm in charge of helping figure out where Fusion goes next. We've always been integrated with the newsroom (even in those early bubble days!), so print and online have always worked pretty closely, in everything from ensuring print articles have links to online resources to print reporters writing original articles for online. One example: We recently put on our first "virtual showdown," in which wireless-switch vendors and users had a weeklong debate on the future of that market. **John Cox**, *Network World*'s wireless reporter, coordinated the event, which was held in a Fusion forum.

Q What are you doing to make NW Fusion a more effective research resource for users?

A One goal is to get our beat reporters more involved with the site. They know their subjects better than almost anyone and so they all now have responsibility for the online research centers that match their beats. On the back end, we make sure to meta-tag the heck out of our pages, because that lets us quickly create new resources and ways to navigate and find our content (particularly vital if you consider Google a competitor). Couple good tagging with a good search engine (we use Verity Ultraseek) and a good content-management system (Percussion Rhythmyx), you can do things like set up an entire Standards Watch mini-site (www.nwfusion.com/links/Standards_Watch/index.html) in two or three hours and then sit back as the software automatically updates it every day.

Q To what extent does NW Fusion provide RSS feeds? How do those impact site traffic?

A We currently provide more than 60 RSS feeds, on specific technologies and companies and on more general topics (for example, "how to" and "reviews"). More than 30% of our total "page views" now actually consists of these files. But we need to figure out what this means. The clickthroughs from our RSS feeds back to the site are pretty modest. Does this mean nobody's looking at all these RSS items, or that they're detailed enough users don't need the whole story? Fortunately, we haven't seen a decline in our HTML page views, but we need to dig into it more.

Q Do you think RSS feeds could be a revenue generator in and of themselves?

A You're starting to see some efforts to move e-mail newsletters to RSS because of all the spam issues, so there might eventually be some advertising money there. Ultimately, though, I think the real revenue will come from the reader, by letting him set up and define his own custom feeds (look at how the *New York Times* now charges for customized e-mail alerts). I think there's also an indirect revenue feed; why not generate RSS feeds for such revenue producers as white papers?

And I think there are ways to use RSS to sort of turn the blogging model around. For years, bloggers and sites such as Slashdot have used our content to kick off their own discussions and resources. In our market, there are now enough useful and interesting Web logs to begin playing with public RSS aggregation: what could we do with a database full of techblog RSS items?

Q What kinds of paid content does Network World Fusion have?

A Currently, we offer a number of online training courses through third-party partners. We've tried, with modest results, selling content from analysts. But we've started looking at broader efforts, such as the creation of PDF resource guides that would consist of re-packaged *Network World* content on specific topics.

Q Has NW Fusion walled off any of its content for registered users yet?

A Ironically, we were a bit ahead of the curve. When we launched in 1995, we were one of the first registration-required sites anywhere. We eventually abandoned it because customer support began sucking up a lot of time (this was in pre- and early cookie days) and advertisers didn't seem ready for the sort of detailed demographics we were giving them. Now, of course, things have matured. At present on the editorial side, only our e-mail newsletters require registration, but we're actively considering what would make sense to wall off. We're starting the discussion with content that you can only find on Fusion, for example our salary calculator and our in-depth buyer's guides.

*Employees are encouraged to submit ideas for guest columnists or topics for this page. Questions for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

IDC, IGS team up to benefit client and gain revenue

IDC's Go-to-Market Services group in the EMEA (Europe, Middle East and Africa) region and IDG Global Solutions have worked closely to provide integrated marketing solutions to their customers. As one example, London-based IDC GMS/VP **Richard Robinson** began working with IGS in 2001 to help a network hardware company gain visibility through means other than print ads.

In the first year of the program, IDC provided the client with a white paper to use as marketing collateral on its Web site as well as a management brief that served as an overview to the white paper. The four-page brief was inserted into relevant IDG titles across EMEA, with accompanying text that encouraged readers to download the white paper.

The client collected more than 1,000 qualified leads, and, noted Robinson, "succeeded in changing their audience's perception of the brand while providing potential customers useful information."

The program has been further developed over the last two years with extra countries and with online and print advertising to leverage the client's overall campaign. Leveraging IDC GMS's Audience Development Network has provided the client with more than 3,000 qualified leads. The client also purchased additional IDC products and services and has subsequently sponsored many IDC local conferences and used IDC speakers at their channel events in Europe.

IDC and IGS are currently expanding this relationship in North America and Asia/Pacific.

Write to rrobinson@idc.com, IDC Asia/Pacific Director of Marketing Services **Andrea Edwards** at aedwards@idc.com or IGS EMEA Business Development Manager **Philip Crister** at philip_crister@idg.com.

GMS

continued from page 1

IDG WORLD UPDATE

The Go-to-Market Services team in Framingham, Mass., consists of (l-r): ***Miriam Kutcher**, **Keith Bagley**, **Laura Nurzynski** and **Clare Gillan**.*

Next, after the product is delivered, clients are asked to complete an online survey that takes less than five minutes to finish. Questions touch on the team's responsiveness, client satisfaction with the team's knowledge, frequency of contact between the client and the team, why the client chose IDC, who they view as IDC's competitors, how GMS can improve its offerings or service, and most important, would they refer the IDC GMS team to a colleague.

Finally, the project team checks in periodically with the client during the time the product is implemented and/or during the licensing period. For example, after an IDC Executive Brief has been delivered, a client might use it to drive interest and registrations for an upcoming IDC webcast hosted by the client. The project team will check in on registration levels and offer ideas, if necessary, on how to use the brief as a more effective call to action.

"We take the feedback and the performance results very seriously," Gillan said. "We want to learn how our content is used and the results achieved, not only to better serve our clients but to strengthen our knowledge and offerings."

Participants in IDC's CCP program to date including many of IDC's and IDG's most important clients such as Microsoft, HP, Intel and IBM.

Gillan said the GMS team aims to maintain the 100% customer satisfaction and willingness-to-refer rate, noting that willingness to refer can be the greatest indicator of bottom-line growth. "We know from our survey that GMS customers come to IDC for our brand. The experience we provide not only reinforces our brand but keeps hard-earned new customers coming back for more," she said.

Write to Clare Gillan at cgillan@idc.com or go to www.idc.com/gms.

IDC Go-to-Market Services help IT marketers build awareness, generate leads

Established in 2000, the IDC Go-to-Market Services (GMS) team brings together the most effective set of IDC content and services possible to help vendor marketers increase their visibility with the right buyers, generate leads, build loyalty with the right audience as well as strengthen their positioning and messaging. GMS also gives clients the tools to educate their own customers so they make a faster decision about whether or not to buy a vendor's product.

The GMS program expands on IDC's long-established and successful white paper business. GMS clients include many of IDC's largest customers as well as smaller companies. GMS clients also include Web content and portal managers, partner development managers and sales organizations.

The GMS team consists of experienced staff that advise customers and manage projects and an editorial manager who works with IDC analysts and professional writers to repurpose IDC content. That content is then used for more than two dozen IDC offerings, among them concise articles of variable lengths and formats, daily Web graphics and custom newsletters.

The team also manages analyst speaking engagements that can be in the form of webcasts, short pre-recorded video clips, or in-person events. The staff builds custom solutions when needed to address a customer's specific marketing goal.

"A GMS offering may take the analyst's opinion and research results from a Continuous Intelligence Service report but repackage these into shorter opinion pieces that sit neatly on a Web page or convey the same information in a multimedia clip of an analyst that can be integrated into an e-mail campaign," noted Group VP/Go-to-Market Services **Clare Gillan**. "We are vigilant about protecting IDC's reputation for independent research and opinion. We are simply making IDC's thought leadership available to more people through more channels and in a wider variety of formats."

Gillan invites any IDG business unit interested in assisting its clients with GMS offerings to contact her at cgillan@idc.com.

For a full list of products and services visit the GMS Web site at www.idc.com/gms.

IDG

April 5, 2004

Production Manager/Ad Coordinator (CWI)
Computerworld's Production department is seeking an individual to work part-time handling the daily production and advertising coordination responsibilities. This individual will work closely with the printer to plan upcoming issues, coordinate print quotes, purchase print services, and manage the day-to-day needs of printing a weekly publication and other print products as well as manage paper inventory for Computerworld. In addition, this person will work closely with clients, agencies and sales offices in booking ROP advertising, tracking ad materials and insertion orders, checking digital files, inputting billing information and maintaining records and reports. Strong organizational skills, the ability to handle multiple tasks under the pressures of a weekly deadline, excellent attention to detail, strong customer service skills and an excellent phone manner are required. Preferred candidates will have 4 years experience in desktop publishing/graphics production in a Macintosh environment with print production knowledge. A strong working knowledge of Quark and a general knowledge of Photoshop, Illustrator, Acrobat and Preflight are required. ***Location: Framingham - MA***
Contact: Email: jobs@computerworld.com

Senior Account Executive (IDC)
IDC's Industry Sales Group is seeking a Senior Account Executive who will focus on selling IDC's research products to industry vendor clients primarily on the west coast. This position will report to the Vice President, Major Industry Accounts, West Coast. As a member of a collaborative team, the Senior Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. ***Location: Irvine – CA***
Contact: Email: idc_jobs@idc.com

Sr. Associate Editor, Reviews (PCW)
PC World, the monthly consumer magazine covering personal technology, seeks a Senior Associate Editor to join its award-winning Reviews team. Candidates must have a thorough knowledge of products, players, and current issues in the personal computing industry; 4 to 5 years of computer magazine writing and editing experience; the demonstrable ability to produce polished product reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. Some management experience and thorough working knowledge of Access and Excel are pluses. Please provide at least two writing clips with resume. And please, no phone calls.
Location: San Francisco – CA
Contact: R. Freed, Email: rebecca_freed@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Months of preparation precede Computerworld Premier 100

The annual Premier 100 process started last summer, when *Computerworld* invited its readers to nominate IT professionals whom they considered to be exceptional leaders.

More than 600 nominations flooded in. Those nominees were asked to complete a detailed online survey about their backgrounds, experiences, IT project successes (and failures) and the work environments they have created for their IT teams.

The honorees are chosen by mid-September, notified in early October, and then profiled in the first issue of January. Many of them also end up on the speaker roster at the conference.

Meanwhile, Computerworld's Premier 100 event marketing and audience development team was refining its marketing focus. "We market to the best lists and attendee prospects that we've developed over the years, including our 500 Premier 100 honorees and alumni," said Director of Event Marketing & Conference Programs Derek Hulitzky.

"The only revision to this plan this year was to pay more attention and resources than ever to updating our best lists and following up regularly with registrants. All of this required a substantial time investment, but it paid off handsomely" he noted.

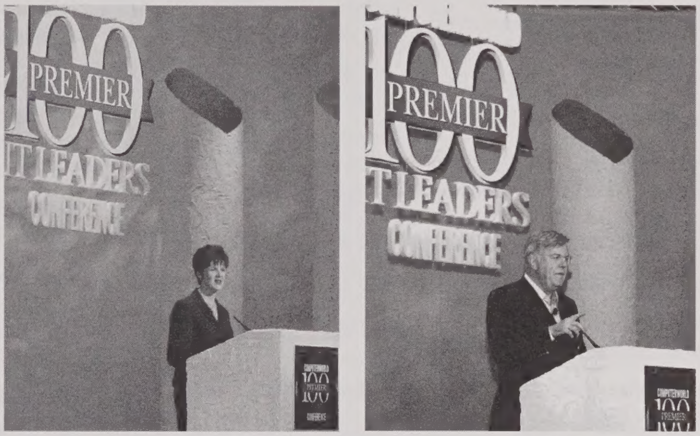
The next Computerworld Premier 100 Conference will be held March 6-8, 2005, in Scottsdale, Ariz. For more information contact Maryfran Johnson at mary fran_johnson@computerworld.com or go to www.premier100.com/.

Premier 100

continued from page 1

value is the face-to-face connection they make with other IT executives, the chance to talk to their peers about what's going on in their IT organizations, and the camaraderie that develops as they hear presenters and panels talking about how they're trying to solve so many of the same problems."

The top concerns for IT leaders these days, according to Johnson, are technology infrastructure and integration, security issues, and changing models of IT governance.



"Probably highest on [IT leaders] hot list right now are the demands of regulatory compliance and how those impact IT resources and budgets," said Computerworld Editor-in-chief ***Maryfran Johnson****, who, along with IDG Chairman* ***Pat McGovern****, addressed attendees at last month's event.*

"While the honorees at the Premier 100 IT Leaders Conference were celebrating their recognition, we were also celebrating the victory of our most successful Premier 100 conference ever," said Computerworld Executive VP **Ron Milton**. "Across all key measures — attendee count, attendee titles, attendee demographic quality, sponsorship count, sponsorship revenue, unsolicited attendee feedback — we scored a substantial market and competitive victory for *Computerworld*."

Computerworld Director of Event Marketing & Conference Programs **Derek Hulitzky** attributed the uptick in Premier 100 attendees to having a complete, finalized agenda to market as early as November 2003, along with building on the growth momentum and reputation of a 5-year-old event.

Led by Johnson, *Computerworld*'s Editorial department creates the agenda for the event and recruits all the speakers. "Reading our management questionnaires gives me firsthand information about what's on IT executives' minds," Johnson explained, "then I confer with my editors, and we settle on the big topics." Individual session descriptions are crafted, panel subjects decided upon, and speakers — often suggested by *CW* editors and writers — recruited by Johnson. The presentations are largely IT user executives speaking candidly about their problems and challenges, while non-vendor experts spoke on a how-to level to senior-level management.

This year's conference drew 200 more attendees than last year's. Johnson attributed this partly to the program's growing reputation, the advance agenda planning and attendee marketing. Moreover, sponsors – which this year included BMC Software, Hewlett-Packard, IBM, SAS and Verisign — do not pitch their products at the conference but present problem-solving case studies and introduce attendees to their leading customers and executives. "Even in the sponsored sessions, it's still a peer-to-peer feeling because the attendees are sitting in on a presentation from, say, the CIO of BMC, not the head of marketing or sales," Johnson said.

New this year was the vendor-sponsored Expo and Networking Lounge. "It was on the cutting-edge, with plasma screens instead of vendor signage. By design, it was the furthest thing from the traditional trade show expo floor with each vendor participant sponsoring an area of living room furniture where attendees could relax," said Computerworld Group Manager, Strategic Programs & Events **Michael Meleedy**.

"Sponsors know that the Premier 100 audience is higher-level and with broader responsibilities than most event audiences," said **Leo Leger**, VP of strategic initiatives, "and they want to reach this audience because of its concentrated spending power. "

The first day ended with a "very, very popular" debate between business strategist Nick Carr (author of the upcoming book *Does IT Matter?*) and Ethernet inventor and 3Com Corp. founder Bob Metcalfe, who defended the ongoing relevance of IT.

CW staffers who guided panel discussions or took part in the conference included Senior Reporter **Patrick Thibodeau**, editors-at-large **Mark Hall** and **Tom Hoffman**, News Editor **Don Tennant**, Senior Reporter **Dan Verton**, and National Correspondent **Julia King**. On the final night of the conference Computerworld Publisher & CEO **Bob Carrigan**, Special Projects Editor **Ellen Fanning** and Johnson presented the Best in Class awards, and Milton and Johnson presented the Premier 100 Honoree awards.

There's never a dull moment on the IDG front lines

Many customers get their first impressions of IDG from employees who staff the phones and greet visitors as one component of their jobs. IDG World Update asked a few of those people to talk about what it's like out there.

IDG WORLD UPDATE

Polly Saponaro
Receptionist
IDC, Framingham, Mass.

Hired: August 2000

Scope of work: Greet visitors on the third floor, serves as the IDC Framingham overflow receptionist when the primary receptionists are handling calls simultaneously, do Web research for the Services group.

Daily incoming calls: Usually about 30, but some days over 100.

Why she's here: The people I work with are fantastic. I love my job with all my heart.

Worst caller ever: A man called and asked to speak to Carol. When I asked for her last name he got very angry and said 'I don't know — don't you know who you work with?' I told him I field calls for three buildings and access an employee list for IDC offices in 40 countries, but he said 'You don't know how to do your job' and hung up.

Best moment: Being recognized for outstanding performance. I earned the IDC Q1 2003 Excellence in Teamwork Award and two other awards from the Services group in 2001 and 2002. How cool is that?!

ERIC CORMIER

Linda Cavanagh
Business Services Administrator
Network World, Southborough, Mass.

Hired: September 2003

Daily incoming calls: More than 100.

Best part of the job: Interacting with interesting and delightful people from various walks of life and professions.

Memorable moment: Meeting the *Network World* sales staff as they arrived from all of the U.S. for their annual meeting. Their energy level is absolutely contagious!

What I've learned: Patience and flexibility. I look forward to coming to Network World each day and just being myself.

IDG WORLD UPDATE

Pat Oliver
Receptionist
Computerworld, Framingham, Mass.

Hired: August 2003

Daily incoming calls: Close to 300 (split with another receptionist); Thursday, due to the *CW*, deadline is the busiest.

Best part of the job.: Meeting CW clients and portraying a warm and professional image; working with such a nice group of co-workers.

Most unusual caller: A woman who explained in great detail how her son had been murdered and why she was cancelling his *CW* subscription.

Memorable moment: CW's Halloween party. I was dressed as Judge Judy with the long black robe and everything. When I greeted the first client of the day, she said, "What a great place to work, you guys really look like you're having fun."

What I've learned: Always try to be patient and helpful. Keep smiling!

STEPHANIE FAUCHER

Michele Wescott
Facilities Coordinator
Computerworld, Framingham, Mass.

Hired: March 2000. This is my second stint at CW, having worked for four years back in the '80s. Just when you think you're out, they pull you back in!"

Daily incoming calls: About 50; I handle the phones during the receptionists' lunches and breaks.

Best part of the job: The diversity: meeting/greeting guests, phone coverage, new employee training, back-up team training, having a manager [Facilities Director **Rick Ciliberto**] who gives me the autonomy to make my work experience a great one!

Unusual callers: Intercepted a call from an incarcerated phone hacker trying to get an outside line; screening unrelenting calls from an ex-boyfriend "stalker" harassing a female employee, and often getting calls from people who say "this number [CW's toll-free number] came up on my cell phone; do you know who called me?"

Memorable moment: My first day as a temp. I was in a very small office with three other switchboard operators. The phones were crazy; four or five lines ringing at once. When the dust settled it was a good experience. Four years later, I'm still here!

What I've learned: Live or die by your database. When the system malfunctions you're sunk and have to resort to the old-fashioned hard copy: flipping, flipping and flipping through reams of paper to find a number.

IDG WORLD UPDATE

Jesse Cordoza
Receptionist
IDG Central Services, San Francisco

Hired: December 2001

Daily incoming calls: Between 150 and 250.

Scope of work: Phone coverage 8:30 a.m. to 5 p.m.; make conference room reservations; maintain database of all employees at this location, check vendor invoices from those I work closely with. On occasion, provide coverage of Operations Hotline, work in mail room, assist with Facilities projects and office evacuation drills.

Best part of the job: The people I work with and interacting with visitors who have new ideas and interesting tech innovations.

Memorable moments: Played drums in an IDG band that performed for an office party in May 2002 and wrote a software review about digital drums for *PC World* (www.pcworld.com/news/article/0,aid,111377,00.asp) that was expertly edited by **Rex Farrance** and **Peggy Watt** and published last June.

Most notable visitor: Michael Finney, a local TV news reporter who does a consumer watch segment, came to interview someone from *PC World*; we had an interesting discussion while he waited in the lobby.

Worst caller: As far as I'm concerned, there are no "worst" callers, only people who present greater challenges.

One thing I've learned from this job: You don't have to be ambidextrous to do this job, but it helps!

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Karen Wallace-Lincoln *Network World*

18

Judit Fülöp *IDG Hungary*
Carole Zozaya *IDG France*

17

Stephen Tozeski *IDG List Services*

16

Kirk Campbell *IDC*
Crawford Del Prete *IDC*
Rick Pastore *CXO Media*

14

Tony Picardi *IDC*

13

Herman Sundgren *IDG Sweden*

12

Ruth Sager *IDC*

11

Andre Angeles *InfoWorld*
Doreen Francy *IDC*
Mats Eriksson *IDG Sweden*

10

Cheryl Toffel *IDC*
Lorraine Cosgrove Ware *CXO Media*

9

Aileen O'Donnell *PC Advisor*
Brian Koregay *IDC Singapore*
Robert Gray *IDC*

8

Linda Quick *IT World Canada*

7

Kevin Krull *IDG*
Sumner Lemon *IDG News Service*

6

Sean Murphy *PC World*

5

Mette Sand *IDG Denmark*
Jacqui Wood *IDC U.K.*
John O'Malley *IGS/IDG Global Accounts*

4

Rachael Rodwell *IDG Australia*
Robert Mahowald *IDC*
Vladimir Kroa *IDC*
Masami Kashiwagi *IDC Japan*
Anne McDonald *PC World*
Markus Schwerdtel *IDG Germany*
Rosemary Kelly *IDG World Expo*
Philip Christer *IDG Global Solutions/EMEA*
Peter Nyström *IDG Sweden*

3

Vicki Cui *IDC China*
Kalyan Samanta *IDC*
Ilona Bíró *IDG Hungary*
Annette Berg *IDG Nordic/Denmark*
Mette Ahorlu *IDG Nordic/Denmark*
Daniel Newman *IDC Japan*
Gregory Fox *IDG Entertainment*
Stacy Cowley *IDG News Service*
Agam Shah *IDG News Service*
Shaun Budka *Network World*
Dan Timberlake *IDC U.K.*
Magdalena Wozniak *IDG Poland*
Volkert Deen *IDG Netherlands*

2

Sean O'Hara *IDG Global Solutions/EMEA*
Julie Finney *IDC U.K.*
Connie Chng *IDG Singapore*
Louis Chua *IDG Singapore*

1

Joshua Duhl *IDC*
István Csizmazia *IDG Hungary*
John Danielowich *CXO Media*
Jennifer Richards *CXO Media*
Premi Gokani *IDC U.K.*
Angela Chen *IT World Canada*
Korrie Hall *IT World Canada*
Vicki McCoy *IT World Canada*

noteworthy people

New employees

Duncan Brown joins the IDC U.K. office as consulting director. Prior to joining IDC, Duncan was the consulting director at Ovum, responsible for consulting activities in software and IT services. Before that, he was a software development manager in the financial services sector. Duncan recently completed an M.B.A. at Henley Management College where he wrote his dissertation on the competitive advantage of early technology adoption. When not in the office, his time is spent being Dad to his seven-year-old twins, attending to the constant repairs needed by the old Victorian house in which they live and playing soccer.
dbrown@idc.com

Brown

CXO Media has hired **Scott Shultz** as associate art director for *CIO* Magazine. He was previously art director with Forbes Custom Media where he art directed custom magazines for corporate clients such as Northwestern Mutual, Harley-Davidson, and Harvard Pilgrim Health Care. He holds a B.F.A. in visual design from the University of Massachusetts/Dartmouth. Outside the office, he enjoys art and culture, spending time with his family, jogging and being a Red Sox fan. He won four of Folio's Ozzie Awards last year for his layouts for *Harley-Davidson* and *Creative Living Magazine.*
sshultz@cxo.com

Returning employees

Previously a *Computerworld* feature writer and then a freelance contributing writer, **Kathleen Melymuka** returns to *Computerworld* as editor of the Management section. "Those Management section features have been wonderful," said *Computerworld* Features Editor **Mitch Betts**, "always full of CIOs and fresh ideas and, more often than not, earning the cover-story treatment. Of course, this is an editing job, not a writing job, and Kathy is eager to tackle the new challenge of producing a great section." Kathleen has previously held positions at *PC Week*, *Digital Review* and the *Boston Herald*.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Passes still available for Boston Museum of Science

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes that are available to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. The passes are good through September.

celebrating 10!

Name
Derek Slater

Home
Medfield, Mass.

Joined IDG
June 1990 as a Fluegelman Intern at *Computerworld*

Career path
Left *CW* in 1994 as an assistant features editor. After brief stints in Christian ministry and at Ziff-Davis Interactive, joined *CIO* as a staff writer in May 1996.

Current title, what job involves
Executive editor, *CSO*. I do some editing, some writing, some coordinating, some reader and adviser communication, with occasional fits of obsessive competitive analysis. Curiously, I seem to spend more and more time writing blurbs as I get older — newsletter blurbs, marketing blurbs, issue lineup blurbs, award blurbs — is this happening to anyone else? Mostly I cheerlead while writers and editors turn out fantastic issues. (Not kidding.)

Best part of your job
Genuinely, it's the people I work with. Wait, everyone says that. Oh well. It's true.

Person from whom you've learned most about leadership?
I've had a number of helpful mentors (calls to mind the phrase "It takes a village to raise a village idiot") but if I have to single out someone...for my first six years at CXO I reported to **Rick Pastore**, who taught me a lot about critical thinking skills and about helping people think through possible answers to their own questions.

Interests outside the office
I play tournament chess. Amateur tournament chess players are pretty much as ridiculous as amateur golf enthusiasts. There's always another book, or training video, or lesson, or a modification to your grip or stance or technique, and the end result is you're still a duffer with a 24 handicap.

Family
My beautiful wife Mary Ellen and I have an articulate and feisty 3-year-old daughter, Kelsey. (First nursery school report card: "Loves her friends. Very kind. Very independent. Not a big fan of clean-up.")

Most rewarding thing you've ever done
Prison ministry.

What ability do you wish you had
On an unglamorous but practical note, I suppose it would be nice to have a sense of direction.

One possession you'd grab if your house was on fire?
Pants. (Did someone already say that one?)

*CSO's **Derek Slater** (r) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his 10 years of service to the company.*

What disc is in your CD player right now?
Coldplay, White Stripes or perhaps Flock of Seagulls. I am not ashamed.

Favorite vacation spot?
Corolla, N.C. (But if you've never been there, don't go. Totally boring. I'm sure you'd be more entertained elsewhere. Just leave Corolla to us.)

If you won the lottery tomorrow, you would
Endow a scholarship somewhere in honor of Carl Slater, a great Dad and an organic chemistry professor for many years who somehow wound up with two sons studying liberal arts.

Manager's profile
"Derek has primary responsibility for putting together the mix of stories for *CSO* from issue to issue that best reflects reader interests and their uniquely diverse pedigrees. Derek does this with great insight and conscientiousness, fueled in part by his frequent interactions with our editorial advisors. He is very attuned to the readers, is remarkably thoughtful about the competitive marketplace. He also seeks to "freelance" in important but sometimes neglected areas, and recently initiated a plan to improve the usability and feature richness of the CSOonline Web site. These are self-started interventions that grow out of Derek's most admirable trait: He cares enormously about how, and how well, we serve our customers. He also has a wicked sense of humor, which isn't strictly necessary to the other stuff but makes him a lot of fun to work with."

—Lew McCreary, editor-in-chief, CSO magazine

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG **World**Update

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WWW.IDGWORLDUPDATE.COM

CXO Media targets marketing execs with new publication due in September

cmo
preview issue
"Marketing is a really complicated deal. It's hard to do it well. Hard to predict results. Hard to repeat successes. All of that needs to change."

This "magachure," produced by CXO Media staff, is helping the sales force generate enthusiasm for the magazine six months before its official debut. See story page 5.

With the announcement of a third title in its lineup, CXO Media is staking out a larger presence in the C-level executive suite and fortifying its position as the leading provider of information to corporate officers throughout the U.S.

Set to debut in September, the monthly *CMO* magazine targets chief marketing officers who are under continued pressure to improve accountability and measurement of marketing initiatives. Content will help CMOs strategically lead and manage all the elements of the marketing portfolio. Readers will learn how to leverage technology to successfully manage the marketing function. A companion Web site, CMOresource.com, will officially launch in June. A branding and awareness development site with marketing, media and subscription information is live now at the same address.

"Today's chief marketing officers have an immense need to use technology — whether they know it or not," observed CXO Media President & CEO **Walter Manninen**. "These executives control enormous budgets — our research puts the total market worth at something close to $168 billion, with the average CMO controlling, either directly or indirectly, average annual spending of $20 million, about $2 million of which is directly related to technology spending with another $3 million in enterprise spending under their influence."

Manninen said his team has already identified some 70 potential advertisers from among its current customer base including vendors of customer relationship management software, analytical tools and marketing-specific tools. "These are our first targets — the low-hanging fruit — and they have responded enthusiastically to the new publication," Manninen said.

In addition, the sales team is hoping to attract a large group of new consulting, marketing services, consumer and marketing premium advertisers to the pages of *CMO*. "Many of these marketing executives, for example, keep accounts at jewelry

continued on page 5

Alan Bergstein named to top post at Bio-IT World

Levitt to remain as consultant

***Alan Bergstein** takes over at Bio-IT World after two-and-a-half years as senior VP/publisher.*

Alan Bergstein last week was promoted to president & publisher of Bio-IT World, Inc., the Framingham, Mass.-based publisher of *Bio-IT World* magazine. Bergstein, who joined the company in November 2001 as senior VP/publisher, succeeds founding President & CEO **Morris Levitt**, who has signed a multi-year consulting agreement with the company and will remain a senior advisor and member of the Bio-IT World Operating Review Board.

"Alan brings just the right skill set to Bio-IT World as it moves from a start-up to a recognized leader in life sciences and technology information," said IDG CEO **Pat Kenealy**. "Moe Levitt provided great vision and leadership as founding CEO of the business unit, and we are fortunate to have his continuing involvement in the organization."

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IGS Publications Database offers information on global portfolio

When IDG's Philippine partner was interested in launching a consumer-style magazine about digital products, they asked International Publishing Services Licensing Manager **Jean Gasbarro** what IDG was doing in that realm. The first place she went to for information was the IDG Publications Database, an online resource containing detailed information about IDG's worldwide publishing portfolio.

"The database is a central source of information on IDG's publications, and given the worldwide spread of IDG its invaluable to have this information available at the push of a button," said MIS Administrator **Lee Gibbons**, who maintains the database for IDG Global Solutions (IGS) in Staines, U.K.

The database was set up in September 1995 as a tool for the IGS sales team at a time when there was no central list of all IDG publications worldwide. Over the years, others within IDG have also found

continued on page 4

IDC Italy Security event surpasses previous sponsorship level

A record 30 sponsors signed up for IDC Italy's third Security Conference, held March 23-24 in Milan. More than 500 IT professionals and high-level executives heard an international array of security experts, IDC analysts, and Italian security vendors talk about the growing demand for IT security and the varying approaches to security issues in such vertical sectors as manufacturing, services and finance.

"A perfect storm of market forces is making traditional IT security obsolete," said IDC Senior Vice President/Research **Frank Gens**. He noted that cyber attacks, regulatory mandates for data privacy and integrity, and more aggressive use of new technologies by enterprises are making total security harder to achieve. "IDC research shows larger companies shifting toward a holistic risk-management strategy and focusing security investment on their most important information assets," he noted.

Security
Conference

According to a recent IDC survey of 350 Italian companies, the Italian IT security market again showed high growth rates in 2003. IDC forecasts the Italian IT security market will grow from 700 million Euros ($840.6 million) today to approximately 1 billion Euros ($1.2 billion) in 2006.

In keeping with IDC's worldwide effort to attract more end users to its events, as they are the target audience that sponsors prefer, IDC Italy changed its pricing structure for the local conference. While admission was free to all in the past, the March event was free to end users, but vendor representatives and others paid for admission.

Depending on their level of sponsorship, sponsors could provide speakers or case studies or have booth space at the event. Since other IDC offices also organize their own security-related events, IDC's Worldwide Events Group can facilitate arrangements for sponsors to sign on for multicountry sponsorship deals.

For the first time, the conference included a panel discussion, chaired by IDC EMEA President **Roberto Masiero**, devoted to the analysis of terrorism and IT attacks. "The challenge is to figure out ways of monitoring terrorist use of the Internet without infringing upon the rights and privacy of legitimate Internet users," said Louise Richardson, a leading expert on terrorism and international security at Harvard University. "In the future, we need to integrate the advantages of new technologies with traditional methods rather than seeing them as alternatives."

Contact IDC EMEA Marketing Communication and Database Specialist ***Claudia Corradi*** *at ccorradi@idc.com.* WU

IDG Germany keeps its top clients on track during VIP event at CeBIT

IDG Magazine Group Publisher ***Stephan Scherzer*** *(left) and Research Manager* ***Frank Heublein*** *(right), accompanied by PC-WELT clients, prepare to board an antique train in Hannover, Germany, during the CeBIT show. Their destination was the Autostadt Wolfsburg, site of a major theme park dedicated to the auto industry and a Ritz-Carlton hotel considered to be a prototype of the hotel of the future. "The Autostadt is a place where the history and future of the industry meet," noted IDG Germany Managing Director* ***York von Heimburg****. "It was just the right setting for the IT elite to talk about IT visions and the digital future." The train also has a notable past: it ferried the German national soccer team back from their 1954 world championship victory in Switzerland.*

February profit margin report

Each month, *IDG World Update* publishes the names of the most profitable publications in seven of IDG's global product lines. For a full list of the wholly owned publications in each category, view this article in IDG World Update Online at www.idgworldupdate.com. If you do not have a login and password for the site, which are the same as those used for IDG Central (http://idgcentral.com) you may request one online.

CW/IW publications
1. *Computerworld Bulgaria*
2. *Computerwoche* (Germany)
3. *China Computerworld*
4. *Australian Computerworld*
5. *Le Monde Informatique* (France)

PC World publications
1. *PC World Italia*
2. *PC World New Zealand*
3. *Australian PC World*
4. *PC World Poland*
5. *PC for Alla* (Sweden)

Macworld publications
1. *Macworld España* (Spain)
2. *Macworld* (U.K.)
3. *Macwelt* (Germany)
4. *Macworld* (U.S.)
5. *MacWorld Sweden*

Networking publications
1. *Natverk & Kommunikation* (Sweden)
2. *Nettverk & Kommunikation* (Norway)
3. *China Network World*
4. *Network World* (U.S.)
5. *Comunicaciones World* (Spain)

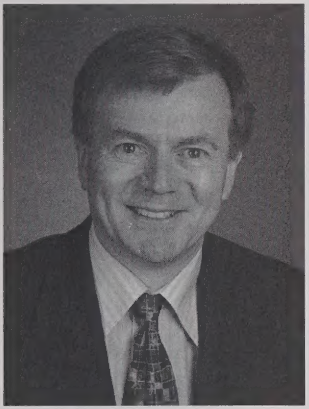
Reseller publications
1. *Australian Reseller News*
2. *Distributique* (France)
3. *Dealer World* (Spain)
4. *IT-Bransjen* (Norway)
5. *ComputerPartner* (Germany)

CIO publications
1. *CIO* (Australia)
2. *CIO* (Germany)
3. *CEO & CIO* (China)
4. *CIO* (Japan)
5. *CIO* (U.S.)

Games publications
1. *GamePro* (Germany)
2. *GameStar* (Germany)
3. *GameStar* (Hungary)
4. *GamePro* (U.S.)
5. *GameStar* (Czech Republic)

one on one *the interview*

Colin Crawford
IDG's VP/new business development is this week's guest columnist. Reach him at colin_crawford@idg.com.



> *"It is my belief that within the next few years the online revenues at several business units could exceed their offline print advertising revenues. The opportunity is immense, but the balance between print and online has to be managed carefully."*

Let us hear from you!

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

Q **In the year since you were appointed to this newly created position, have you seen your original mandate change at all?**

A As a member of IDG Management team I work with my colleagues to support the IDG business units. My primary focus is to seek growth opportunities. I get to review a lot of business plans and technology initiatives, and my task is to quickly evaluate their potential and then pass them on to the most appropriate business unit. A good example is the eMeta technology which, following a comprehensive review by the business units, became the foundation of the planned online common registration system.

Sometimes there are opportunities that may be appropriate for several business units, and I will act as a liaison to get the right group of people together to discuss and evaluate the proposals. Often I'm dealing with opportunities that do not easily fit into the current structure, and the management team and I will evaluate partnerships, joint ventures and acquisitions outside the current IDG business units. Unfortunately because of non-disclosure agreements, I cannot discuss specific examples.

The best part of my job is the huge variety; every day is very different. Looking forward, I would like to focus the majority of my time on strategic growth initiatives and continue to fine-tune the mechanisms to pass along tactical opportunities even more efficiently to the business unit heads. I have the perspective of having been a business unit president for more than 10 years and recognize that on many occasions assistance from the corporate support groups is welcome; on other occasions it is appropriate to tell them to stay out of the way. Understanding the benefits of the decentralized IDG culture and having respect for and trust in the business unit heads is key to my success.

Q **What kinds of online growth opportunities are out there for IDG?**

A It is my belief that within the next few years the online revenues at several business units could exceed their offline print advertising revenues. The opportunity is immense, but the balance between print and online has to be managed carefully. The online revenue streams are likely to be diverse and will include but not be limited to: multiple reader-based revenue streams for premium content and business and community networking, sharing of e-commerce (white papers, lead generation, research sales, commissions, subscriptions, syndication, etc.), contextual advertising, sponsored search, online recruitment and career building services. The revenue streams will vary significantly from market to market.

At the core of the business opportunities will be a comprehensive database registration system that will be used to effectively match buyers and sellers while providing the online user with high quality independent content. The initiatives already put in place regarding a common registration system, I believe, will pay dividends over many years.

Q **Which online revenue streams should business units be focusing on?**

A Standard banner advertising, while important, is probably the least exciting online revenue opportunity in the long term. Business units are no longer thinking of print advertising or online banner advertising, rather they are developing integrated media programs that help their client deliver effective sales and marketing messages across both print and online media. These messages often combine brand messaging with direct response and lead generation. Different messages have to be delivered to potential buyers depending on where they are in the buying cycle.

Q **What criteria are especially important to use when identifying growth opportunities?**

A The standard metrics are important: return on investment, payback period, absolute amount of cash investment and so on. However, some of the most important issues are not around the financial metrics but have to do with cultural fit and how a particular opportunity can be effectively integrated into a business unit. It is vital that there is buy-in from the team.

Q **Have you been able to facilitate better cooperation between IDG business units?**

A I've been really impressed at the increased level of cooperation I've observed between business units over the last few years. There are numerous examples, including *PC World* and *Macworld* using the same circulation group, the Enterprise group evaluating opportunities for online recruitment services, negotiations with suppliers such as Google, Zinio and DoubleClick that provide business unit independence while obtaining volume discounts across IDG.

Q **Does IDG's volume discount with Zinio mean we can't try other systems of distributing publications online?**

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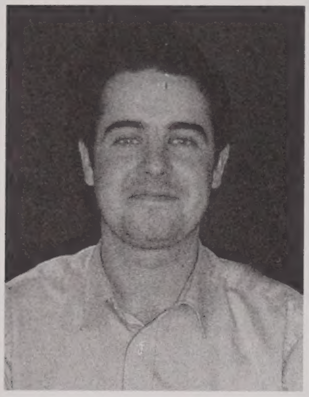

IGS MIS Administrator ***Lee Gibbons*** *updates the IDG Publications Database and welcomes any tidbit of new information, no matter how minute it might seem to the sender.*

Database duo

For more information on the IDG Publications Database or to submit information, contact IGS MIS Administrator **Lee Gibbons** at lee_gibbons@idg.com or IGS Global MIS Manager **Karen Battley** at karen_battley@idg.com

Publications

continued from page 1

the contents useful.

All 246 IDG-owned and affiliated publications in the Publications Database can be viewed, in the Notes version, by title, region, country, product line, publisher, audience and editorial contacts. The database also contains basic information such as:

- Language.
- Frequency.
- Circulation.
- Contact information for sales managers and the IGS contact person.
- Publication dates and editorial calendar where available.
- Web addresses
- Publication profiles with information to help IGS to promote IDG media. Each profile begins with a short description of the publication and then discusses readership and circulation.
- Advertising rates.
- After-sales information, such as mechanical specifications, ad dimensions, custom advertising formats and more.

The database is used daily by IGS; "it's a vital business tool for the whole of IGS globally,"Gibbons said. The information can be sent to clients; the IGS sales order system pulls information from it for individual business unit orders (see sidebar right).

Each month every local-currency rate card in the database is converted into U.S. dollars, using the latest exchange rates, for customers that have U.S.-based media budgets. "As a sales tool the database not only provides essential information on each publication but is also an integral part of our accounting and after-sales processes," Gibbons said.

A number of international business units currently have a replica of the database on their Notes servers. Others who want to access the database in its Notes format should check with their IS managers or contact IGS Global MIS Manager **Karen Battley**. Editing rights are restricted to IGS in the U.K. to maintain the database's integrity.

A scaled down version of the database is available for public viewing on IDG.com by selecting the Publications tab.

IGS is currently working on making the full database available to employees via the Web later this year. "In the meantime, anyone wishing to check the full set of current information that we have on the database can call or e-mail us, and we'll be happy to send it along in the format of their choice," Battley said. WU

Here's how you can help improve the Publications Database — and why it's important for your unit

Keeping the database current is an ongoing task for IDG Global Solutions (IGS). A major reason the database needs the latest information, said IGS Global MIS Manager **Karen Battley**, is that other IGS databases pull information from it. For example, any order IGS receives from their customers for any IDG publication or Web site worldwide is entered into IGS' sales order database.

"The sales database looks up to the publications database and pulls onto the order form such information as the publication/site name; contact person; address, telephone and fax numbers; production information and mechanical specifications; account numbers, and a whole host of information that will be needed during the lifecycle of the order," Battley said. "Therefore, it is vital that the information in the publications database is correct."

Employees should can check the current information on the IDG Publications Database via Notes or view the abbreviated version on www.idg.com via the Publications tab.

"Although IDG Global Solutions is probably the only business unit that routinely requires the level of detail on IDG's publications contained in the database, business units still have a vested interest in making sure that information that IGS maintains is correct," Battley said. Ultimately, the database helps customers do business with IDG publications around the world.

"There are times that notifications of changes to issue dates, formats, editorial calendars and even publication name changes do not make it to us very quickly, or sometimes not at all," Battley said. "If the publications would regularly check to ensure the data we have is accurate, that will help enormously in enabling us to provide a better service to our customers."

Wanted: Success stories
Reward: A $25 Amex certificate!

If you know of a colleague who made an extra effort to help a client, saved the company money, enabled their group to work more efficiently or did anything else to live out one of IDG's corporate values, write to world_update@idg.com.

If we use your suggestion for a story, we'll send a $25 Amex certificate to you and to the person you nominate. Please include your contact information and that of your nominee, a very brief description of the person's contribution, and we'll take it from there!

$$ $$ $$

April 12, 2004

Editor in Chief/CMO magazine (CXO)

The Editor in Chief will work with the Editorial Director to develop CMO magazine, a new monthly print publication for a niche of C-level marketing executives, creating an in-depth resource that addresses readers' work-related information needs and helps them do their jobs better, to the benefit of their enterprises and their careers. Working with the Editorial Director, the Editor in Chief will hire a top-notch editorial staff and develop them into a cohesive team leading toward the launch. Previous experience as a chief editor is strongly preferred; familiarity with the marketing profession likewise a plus. Candidates should have an excellent editorial management track record and must demonstrate experience producing top-quality editorial products. In addition, the EinC will function as the public face of the magazine, through speaking engagements and media exposure. Other key attributes: strong leadership qualities, an ability to synthesize readers' expressed needs into a clear publication vision and mission, and great communication and collaboration skills. ***Location: Framingham – MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Features Writer/CMO magazine (CXO)

CXO Media is seeking a Features Writer to join its Editorial Team. In this position you will be responsible for writing feature articles, working closely with editors and other colleagues on story development, direction and focus. You will also participate in the idea-generation process and cultivate a deep understanding of business issues affecting marketing executives and the marketing function. Candidates should possess a college degree and 2-7+ years of reporting and feature writing experience. Coverage of the marketing function a plus. ***Location: Framingham - MA***

Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Managing Editor/CMO magazine (CXO)

The Managing Editor is responsible for the editorial and presentational quality of the magazine. The ME oversees the editing function as well as the interface between the editorial and design groups and the production process; assures deadline compliance and the effective flow of communication regarding the status of all content elements throughout the editorial cycle. Requires: 3-5 years of high-level magazine editing and production experience; excellent line-editing and headline-writing skills; editorial management experience; ability to work well under pressure; and excellent organizational skills and attention to detail.

Location: Framingham- MA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Regional Sales Manager (CXO)

CXO Media, Inc. has an exciting opportunity for an experienced Regional Sales Manager based in San Francisco to cover sales for our newest publication, CMO Magazine. Reporting to the Publisher, this position will be responsible for establishing an integrated advertising base for the Western Region. Specific responsibilities will include direct sales, developing effective sales presentations, support tools, and forging new strategic alliances while maintaining and expanding client relationships with current customers. A minimum of 5 years sales management experience and successful track record of growing revenues is required. Candidates must possess knowledge of the high tech market, extensive contacts in the broad IT industry, experience working with agencies, start-up experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required.

Location: San Francisco – CA

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Publisher (CXO)

Reporting to the President of CXO Media, the Publisher will be responsible for developing, directing and communicating all integrated advertising strategies for our newest publication, CMO Magazine. The Publisher will set the overall sales mission and objectives, recruit and manage department resources and have P&L oversight. Candidates will have broad sales, editorial, circulation and production experience across many market categories and will possess in-depth experience in marketing. Candidates should be customer centric, solutions focused, articulate, and comfortable building relationships at the most senior levels. The ideal candidate will possess comprehensive knowledge of the high tech market, extensive contacts in the IT industry, start-up experience, excellent communication skills to motivate a sales team, and the ability to deliver marketing and sales strategies to highly sophisticated clients. Ten years sales and marketing management experience combined with a successful track record of growing revenues is required. Availability for extensive travel is essential. ***Location: Framingham – MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Account Executive (Financial Insights)

Financial Insights, an IDC Company, is seeking to hire a Senior Account Executive located in the Northeastern part of the United States who has been particularly successful selling application software and/or services (e.g., advisory services, consulting services) to large Retail Banks, Investment Banks, Commercial Banks, Brokerages, and Venture Capital firms in the greater New York City area. This position requires an experienced sales professional who will have responsibility to acquire large financial institutions, a few large 'horizontal' vendors and consultancies, and dozens of specialty financial services vendors and consultancies in six states (Massachusetts, Rhode Island, New York, Connecticut, Pennsylvania, and New Jersey). The successful candidate will have a proven track record of new sales acquisition in the greater New York City area with strong, 'leverageable' relationships and be able to 'speak the language' of IT as it pertains to Capital Markets, Corporate Banking and Retail Financial Services. Solid success selling to the Hardware and Software Vendor community who service the Financial Services marketplace is also very desirable. Please reference idc.com for a full description. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Editor in Chief (GMG)

The Editor in Chief will be responsible for defining and managing the overall mission, direction and content of the publication. He/she will set and enforce standards for editorial excellence, ensure that content meets the changing needs of readers, and improve the magazine's competitive position. The EIC will manage departmental resources --including staff and budgets-- and will work closely with the online team to develop strong content integration across platforms. Candidates should combine exceptional management skills with top-notch magazine writing and editing skills. A minimum of five years senior editorial management along with demonstrated ability in motivating and managing workgroups and bringing complex projects in on deadline is required. Applicants should possess comprehensive knowledge of the gaming and entertainment market, extensive industry contacts, and the foresight to anticipate and the flexibility to adapt quickly to changes. ***Location: Oakland – CA***
Contact: L. Hess, Fax: 510.768.2705, Email: jobs@gamepro.com

Jr. Staff Accountant (IDC)

IDC, the research and consulting division of IDG, is seeking a motivated accounting professional to join the IDC Corporate Finance Group based in Framingham, MA. This position is part of a collaborative team that is responsible for IDC's accounting and financial analysis functions. As a member of this team you will have ownership on pieces of the accounting process and also have access to learn and grow in new areas. The key responsibilities may include the processing of accounts payable, weekly billing, customer service, balance sheet reconciliation, and assisting with monthly and year-end closings. In addition, there is frequent interaction with internal and external clients. Relationship building with clients is a critical part of this role. Please see idc.com for a more detailed description. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Marketing Specialist (IDC)

IDC is seeking a Marketing Specialist to manage IDC's Telebriefing program and manage requests to use IDC content. The Marketing Specialist will be responsible both for maximizing IDC's visibility through the telebriefing program and providing excellent customer service to clients seeking permission to use IDC content in their sales and marketing materials. The successful candidate will have the opportunity to work directly with analysts to develop timely and meaningful telebriefings and to ensure the best possible use of IDC's research information. Candidates should be courteous and energetic, calm and composed under pressure. We are looking for someone who is customer-service focused, willing and able to manage and champion a product, able to think independently and to present facts and figures clearly and concisely. General IT industry knowledge is required. Familiarity with IDC is preferred. A Bachelor's degree as well as 2-3 years of industry experience is desired. Please see idc.com for the detailed job description.

Location: Framingham - MA

Contact: Email: idc_jobs@idc.com

Research Manager, Displays (IDC)

IDC seeks an energetic, well-organized and knowledgeable individual to manage and drive its established PC displays and projectors program. This individual will conduct and manage research devoted to desktop PC displays (CRT, LCD, LCD TV and Plasma) and data projectors (LCD and DLP). Responsibilities include growing the research program and client base, while publishing research such as user surveys and projector and LCD TV forecasts and managing the LCD TV and Plasma QView. Some involvement in consulting projects is also expected. Other duties include responding to client inquiries, speaking to the press community, and at industry events. Excellent communications, data analysis and organizational skills as well as 7+ years industry experience in the PC display and projector industries is required.

Location: Framingham –MA

Contact: Email: idc_jobs@idc.com

Ad Traffic Coordinator (NWI)

Network World is seeking an Ad Traffic Coordinator to manage print advertising functions between prospective and current advertisers, Network World sales representatives and the billing department, to ensure proper delivery of advertising campaigns within the publication. The Ad Traffic Coordinator will maintain accurate sales records provide reports to management, prepare and process ad materials for shipment to the printer. Candidates must possess strong organizational skills, an acute attention to detail, the ability to work within set deadlines, and be able to multitask. A solid understanding of both MAC and PC operating systems in a pre-press environment and familiarity with Illustrator, Quark, Adobe Acrobat, Photoshop and Pitstop are required. ***Location: Southborough- MA***

Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Associate Editor (PCW)

PC World, the monthly consumer magazine covering personal technology, seeks an Associate Editor to join its award-winning Reviews team. Candidates must have a thorough knowledge of products, players, and current issues in the personal computing industry; 3 to 4 years of computer magazine writing and editing experience; the demonstrable ability to produce polished product reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. A working knowledge of Microsoft Access and Excel are pluses. Please provide at least two writing clips with resume. ***Location: San Francisco – CA***

Contact: A. Stafford, Email: alan_stafford@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Coming up

IDC Outsourcing Forum
April 19-20
Westin Essex House
New York
www.idc.com

Directions
April 20
Kuala Lumpur
Malaysia
www.idc.com

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Sydney, Australia
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Brazil Linux and Operating Systems Adoption Conference
May 4
American Chamber
of Commerce
São Paulo, Brazil
www.idc.com

Legal and Regulatory Compliance in Information Management Forum
(Sponsored by IDC and Kahn Consulting)
May 19
Fairmont Hotel
San Jose, Calif.
www.idc.com/
compliancewest04

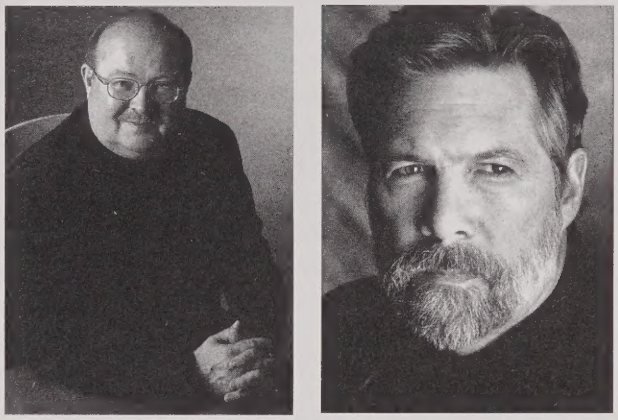
Mobile and Wireless World
May 24-27
JW Marriott Desert Spring
Resort
Palm Springs, Calif.
www.mwwusa.com/

Business Intelligence Conference
June 22
American Chamber of Commerce
São Paulo, Brazil
www.idc.com

Macworld Conference & Expo
July 12-15
Boston Convention & Exhibition
Center
Boston
www.macworldexpo.com

CMO magazine

continued from page 1



CXO Media President & CEO **Walter Manninen** (left) credits the leadership of Editorial Director **Lew McCreary** (right) and the incredible effort of the entire CXO Media team with bringing CMO to market.

stores for client gifts, Manninen said. "Non-technology advertising should account for an expanded advertising base for *CMO*," he added.

With *CMO* magazine, CXO Media is looking to replicate its successful formula of identifying an information need among a category of corporate officers and developing an array of products and services to meet those needs while promoting and advancing the professional growth of those executives.

Development of this new publication began last September with an analysis of various C-level executive titles and their information needs and gaps. In November, with the support of IDG Research Services President **Kathy Dinneen**, CXO Media underwrote a confidential study of top marketing executives across the U.S. The results of this study, in-person visits with leading CMOs and other market/competitive analyses confirmed a market gap in information resources for this group of professionals.

"With the advent of the Internet, an instant gratification mindset has permeated business expectations," Manninen said. "Annual budget reviews have shifted from quarterly to monthly and often daily cycles. Marketing chiefs live in a world of find it, fix it, fast," he said.

Manninen credits the entrepreneurial spirit of the entire CXO Media team with the company's ability to launch new products such as *CMO*. "We have an absolutely wonderful team of incredibly hard-working people here at CXO," he said. "Led by product champion **Lew McCreary**, whose praises I cannot sing highly enough, they have worked 24/7 for months, under the pressure of confidentiality, to make this happen. Needless to say, I am very excited and confident that we will leverage our existing operational expertise to produce another outstanding publication."

CMO magazine launch team members include Manninen, McCreary, who will serve as editorial director; **Gary Beach**, group publisher; **Cathy O'Leary Hayes**, EVP of marketing; **Tim Horgan**, Sr. VP/Online; **Carol Spach**, VP of circulation; and **Mary Lester**, executive director of art and design. Once a new publisher and editor-in-chief have been hired, more sales and editorial positions will be filled.

For more information, contact Lew McCreary at mccreary@cxo.com or **Susan Watson**, VP, News and Information, at swatson@cxo.com.

Magachure helps bring publication to life

The magachure's table of contents gives clients a feel for the editorial content of the new publication (left). The magachure also contains several ads including this one from IBM.

When CXO Media calls on prospects to discuss advertising in the company's upcoming *CMO* magazine, it does not arrive empty-handed. Sales executives are armed with a "magachure" — a hybrid marketing tool created under the leadership of CXO Media Executive Director of Art & Design **Mary Lester**, Executive VP of Marketing **Cathy O'Leary Hayes** and Marketing Communications Director **Sue Yanovitch** that combines features of the new magazine with a brochure touting ad rates and an editorial calendar.

The 16-page publication approximates the look-and-feel of *CMO* magazine and contains a sample cover, table of contents, editorial and column content as well as an advertising rate card and sample ads.

Working under enormous pressure to meet very tight deadlines, Production Manager **Lee Tuttle** saw to it that the magachure was ready for delivery in time for last week's announcement. News of the upcoming launch has already been covered in publications including *The New York Times*, *The Boston Globe* and *BtoB* magazine.

The magachure is a cost-effective alternative to a full dummy issue. "It's not easy to get people to write checks for something they can't see and touch," said CXO Media President & CEO **Walter Manninen**. "The *CMO* magachure really brings the magazine to life and lets our prospects get a feel for what the publication will look like when it debuts."

noteworthy people

Sullivan

Nealand

Stein

Botts

WORLD UPDATE PHOTOS

Promotions

Four employees at IDG International Publishing Services in Boston have moved up the ranks. Director of Operations & Finance **Jim Sullivan** is now VP Licensing & Operations. "Jim knows many of our licensees long distance through his financial work," said IPS President & CEO **David Hill** "Now he will be visiting to help them evaluate and grow their businesses, and he'll also work on expanding the license portfolio to new partners. With [Licensing Manager] **Jean Gasbarro**'s expanded role, we will have two people who can prospect, support and encourage our licensees around the world." *jim_sullivan@idg.com*

IPS Financial Coordinator **Michele Nealand** has been named finance manager. "Michele has taken on an increasing number of responsibilities since she joined us six years ago, just out of college, as an administrative assistant," said VP/Licensing and Operations Jim Sullivan. "She continues to demonstrate her abilities and talents as a finance professional and is a true pleasure to work with." *michele_nealand@idg.com*

Hara Stein, previously IPS' office coordinator, has been promoted to office manager. "Hara has been a valued member of the IPS team for more than three years," Sullivan said." She continually keeps our office running smoothly and efficiently. Her new role will allow her to manage the office more autonomously and continue to make IPS a great place to work." *hara_stein@idg.com*

IPS Senior Domino Developer **Don Botts** has been named senior developer and network manager. "Not only is Don a talented general Web developer and great guy to boot, he's also a highly competent network engineer," said IPS VP/IS **Morris Effron**. "He has led the migration of all our Domino servers to the Windows 2003 Server platform, upgrading our network configuration and associated security in the process. His de facto role in planning and implementing the direction of our network infrastructure is officially de jure, too!" *donald_botts@idg.com*

New employees

Life Science Insights has hired **Irena Melnikova** as a senior research analyst. She was previously a project leader with Transform Pharmaceuticals and holds an M.S. with honors in chemical engineering from the Russian University of Chemical Technology and a Ph.D. in molecular medicine/molecular biology from the University of Texas. *imelnikova@idc.com*

IDG Corporate Services Group's new payroll administrator is **Janet Ward**. She previously held a similar title at Rotman's Furniture's corporate headquarters and also worked at Data General for 20 years. She enjoys sewing and spending time with her eight grandchildren. *janet_ward@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Alan Bergstein

continued from page 1

"Moe and I have worked closely together for the past two and a half years, backed by a staff of very talented people who have created one new information product after another since early 2002," Bergstein said. "Moe will remain actively involved in new business development across publications and events and will help us deepen our relationships with the life sciences and healthcare communities. When he is not on the road for industry events or sales calls, Moe will continue to be reachable at his office in our Framingham headquarters."

Founding CEO Morris Levitt will remain a member of the Bio-IT World Operating Review Board.

Bergstein joined IDG from CMP where he spent eight years, including a number as VP and associate publisher of *Information Week*. He holds a B.S. in communications with a concentration in marketing from Boston University and has completed programs in sales and marketing management from Columbia University. He and his wife have two teenage daughters and live in Sudbury, Mass. Bergstein, who says late-night sessions with the drums are a "great stress reliever," recently made his public debut with a live band at his temple's production of a musical parody, "The TV Guide to Purim."

Since its introduction in March 2002, Bio-IT World has grown to offer more than a dozen information products and services in the U.S. These include: *Health-IT World News*, an electronic newsletter; *Health-IT World*, a digital-only monthly magazine and companion Web site; sponsor-supported newsletters such as the *Pharmacogenomix Files* (on personalized medicine); *Networking Under the Microscope* (on IT in the lab); *cCliniqua* (clinical trials); and *Pharma-IT Review*, slated to launch later this month. The company also sponsors the Best Practices program, which is an industry competition with a high-level event in Washington, D.C.

Bio-IT World editors have won more than a dozen design and editorial excellence awards including three first-place honors in the Neal awards for editorial excellence, 11 awards from the American Society of Business Publishing Editors and two Ozzies for editorial design from *Folio* magazine. Bergstein is quick to give enormous credit for these honors and achievements to the experienced Bio-IT World and Health-IT World team of world-class editors, marketers, audience developers, sales and business professionals.

Bergstein may be reached at alan_bergstein@bio-itworld.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Val Sanclemente *CXO Media*

16

Gabriele Arioli *IDG Italy*

14

Maria Rosa Rodriguez *IDG Spain*

13

Chip Zaborowski *IDG Global Solutions*

12

Derek Slater *CXO Media*
Yuriko Tejima *IDG Japan*

10

Fredrik Agrén *IDG Sweden*

9

Henry Morris *IDC*
Maria Yolanda Martinez *IDG Spain*
Lucy Docherty *IDC U.K.*

8

Puni Rajah *IDC Singapore*
David Rodriguez *IDG Spain*
Satoshi Yoshida *IDG Japan*

7

Dawnett Gordon *IDG U.K.*
Paolo Lombardi *IDG Italy*
Natale Russo *IDG Entertainment*
Yoshiko Mimura *IDG Japan*
Katarina Strömberg *IDG Sweden*

6

Daniel Cardamone *IDC*
Daniel Behrens *IDG Germany*
Sandy Kendall *CXO Media*
Ulf Lindholm *IDG Sweden*
Joanna Wozniak *IDG Sweden*

5

Jennifer Lapio *IDC*
Eileen Chaney *PC World*
Lauren Costello *IDG List Services*
John Fontana *Network World*
Maro Eremyan *Network World*
Helena Linton *IDG Sweden*
Helena Persson Brage *IDG Sweden*

4

Jason Spaulding *IDC*
Sandra Rossi *IDG Australia*
Margherita Bertoncelli *IDG Italy*
Bill Cappel *Mac Publishing*
Maneula Eue *IDG Germany*
Sean Molloy *IDG Entertainment*
Anthony Strattner *Bio-IT World*
Elsie Travaglini *IDG*

3

Willis North *IDC*
Gregory Ireland *IDC*
Chad Dickerson *InfoWorld*
Dylan DiGregorio *CXO Media*

2

Timothy Crowley *IDC Hong Kong*
Joseph Zeliger *IDC*
Chris Drake *IDC U.K.*
Claudia Lonardi *IDC U.K.*

1

Eric Butterfield *PC World*
Teri Lowe *Network World*

Send anniversary information to *IDG World Update* at world_update@idg.com.

Get your passes to Boston's Museum of Science

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes that are available to employees. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission. Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. The passes are good through September.

One on one

continued from page 3

A Digital distribution is at a nascent stage of development, and the jury is still out on whether or not the digital distribution of a print product makes sense or if the readers really want it. In true IDG fashion the different business units will evaluate lots of alternatives. I make it a point to ensure that IDG doesn't sign exclusive deals. The arrangement with Zinio does not prevent individual business units from using alternative technologies if they believe that's a better way to serve their readers. IDG tries to avoid corporate contracts but looks to facilitate arrangement where standard terms can apply across business units and the final decision on whether or not to participate is made at the local level. Sometimes it drives suppliers crazy, but in the end they come to appreciate the benefits of IDG's decentralized structure.

Q **What keeps you up at night?**

A I try and focus on the things I can control and not worry too much about those I cannot. I can stay close to the markets IDG serves, I can meet with our customers and talk to our readers, and from the interactions with smart people I can look for opportunities that will help the IDG business units and IDG overall continue to be successful in the future. Most of the time if I do stay up at night it's because I'm excited about the opportunities ahead; the publishing world today is very different than when I entered it in 1987. I knew little about the industry then but I had some great mentors. In many ways the new world is alien but its potential is unbelievable. I enjoy my job now even more that I did when I started in publishing 17 years ago, and while there is always some stress associated with the job, staying calm and using the resources that exist within IDG eventually solves most problems. Decentralization takes work but it does work.

> *"Decentralization takes work but it does work."*

Q **After more than 10 years working in the U.S., are there things you miss about living in the U.K.?**

A I have many fond memories of Northern Ireland and England and enjoying going back once or twice a year, but I feel that my family and I are now totally integrated into the American lifestyle. I just adore San Francisco.

Sign up for your World Update PDF

Do you want to read IDG World Update on the day it is published? IDG employees can now choose to receive their weekly issue in a low-res PDF format via e-mail.

To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

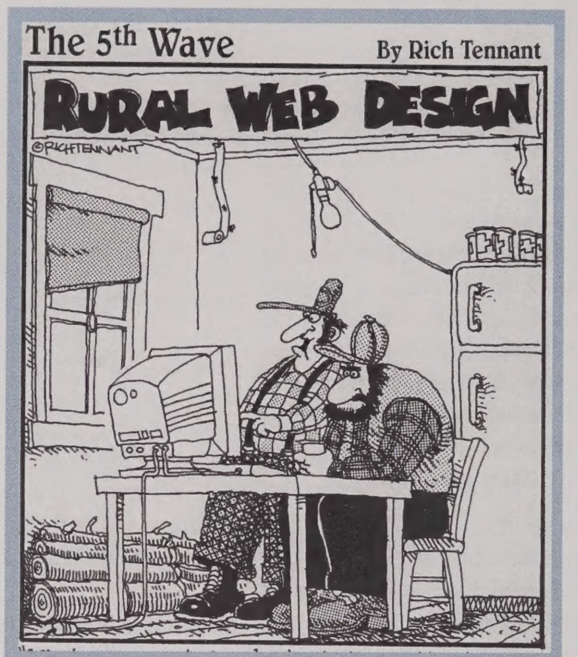
For more information, contact the editors at world_update@idg.com.

off line for fun

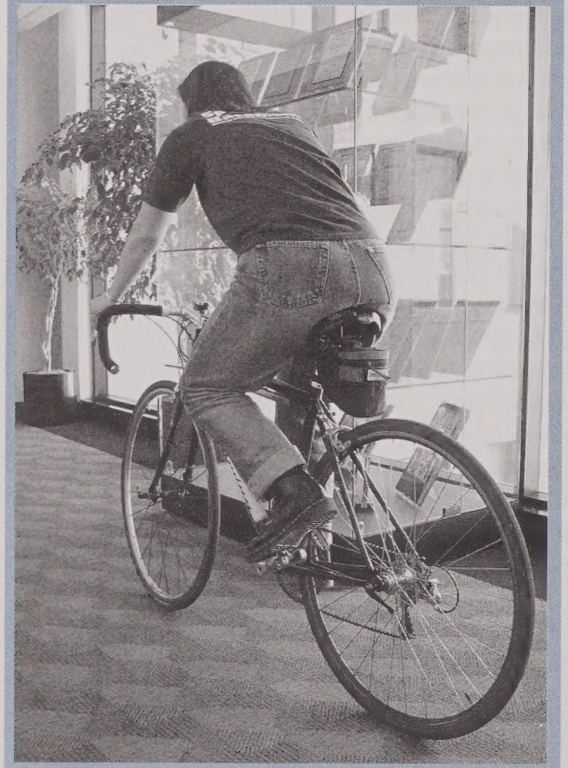
It's that time again! Create a brief caption for the cartoon at right and send it to *IDG World Update* by May 4.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG* water bottles.

Send your creations to world_update@idg.com. or fax them to 617-423-0712.



Life at work



The original AOL instant messenger.
Maximilian Flisi *IDC*

Congratulations to **Maximilian Flisi**, winner of this month's Life at Work caption contest. Max will receive an IDG duffel bag. Photo submissions for this contest depicting any kind of unusual work scene may be sent to world_update@idg.com or to 3 Post Office Square, 4th Floor, Boston, MA 02109.

Why is the Blue Screen of Death blue?

Microsoft claims that the famous color scheme of the Windows crash screen — a.k.a. the Blue Screen of Death — was picked for simple readability. It's not like there were a lot of choices. Earlier versions of Windows dropped down to a 16-color mode after a catastrophic event. In that palette, the first background color (after black) is dark blue, as represented by the HEX code 0x01. So maybe we can blame lazy programmers for the decision to use blue. Though let's face it — the Cyan Screen of Death lacks menace.

— *as reported by PC World Contributing Editor (and InfoWorld Editor-in-chief)* ***Steve Fox*** *in the May 2004 issue of PC World.*

Check out the classified ads online

Looking for a place to live? Or how about a place to vacation? Check out the Marketplace section on IDG World Update Online (www.idgworldupdate.com). Need a password? Use the form on the home page to request a login and password that will get you on to both IDG Central and IDG World Update online.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Susan Watson *CXO Media*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^R, MacworldConference & Expo^R, DEMO^R, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

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WWW.IDGWORLDUPDATE.COM

Bio-IT World solidifies position as leading event for life sciences, technology

IDG World Expo enlists Bio-IT World magazine as partner to deliver strong conference program

Upcoming World Expo events

Macworld Conference & Expo
July 12-15
Boston Convention & Exhibition Center
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 2-5
The Moscone Center
San Francisco
www.linuxworldexpo.com

Portable Power Conference & Expo
Sept. 12-14
Argent Hotel
San Francisco
www.portablepowerconference.com

Wireless Sensing Solutions
Sept. 21-22
Donald E. Stephens Convention Center
Rosemont, Ill.
www.wssconference.com

The fourth edition of IDG World Expo's Bio-IT World Conference + Expo, held last month in Boston's Hynes Convention Center, clearly solidified its position as the industry's principal event covering the intersection of life sciences and technology. This year, a second event, Health-IT World Conference + Expo was co-located with Bio-IT World and offered a dedicated conference track and exhibit area showcasing the latest in technology solutions for the healthcare industry.

For the first time, IDG World Expo and Bio-IT World entered into a formal joint venture arrangement to produce the show, with IDG World Expo handling all logistics, conference administration, event marketing and exhibit sales. Bio-IT World was responsible for planning the conference and recruiting speakers.

According to IDG World Expo Group Vice President **Jennifer LaFond**, this year's Bio-IT World was an overwhelming success on all fronts. "This year, we really focused on producing a high-quality conference program that provided valuable educational opportunities for life sciences and healthcare professionals," LaFond said. "We received a great deal of positive feedback from conference delegates and

IDG WORLD UPDATE

IDG World Expo Group VP ***Jennifer LaFond*** *chats with IDG Chairman* ***Pat McGovern*** *on the show floor at last month's Bio-IT Conference + Expo in Boston.*

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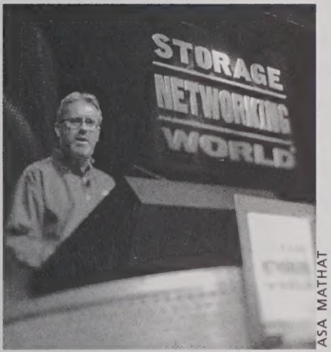
CW's SNW weighs in as world's largest storage event


ASA MATHAT

Computerworld Executive VP ***Ron Milton*** *addresses SNW attendees.*

For IT managers struggling with storage and data management issues, Storage Networking World (SNW) offers answers, education and interaction with IT peers and experts. Co-owned by Computerworld and the Storage Networking Industry Association (SNIA), the 10th U.S. edition of the twice-yearly event was held this month in Phoenix.

According to Computerworld Executive VP and event emcee **Ron Milton**, the four-day event drew more than 2,400 registrants, of which more than 800 were IT end users with average company IT budgets exceeding $148 million. Nearly 500 more were press, analysts, integrators, partners and consultants who influence storage purchases for their clients. "This makes SNW the world's largest storage networking event by a wide margin with new records set in revenue and profit in our 10th domestic SNW anniversary in less than five years," Milton said.

> *"SNW, more than other conferences, brings together all the right vendors and all the right users."*
>
> *— Andre Mendes, PBS*

"With all of its recent developments, from virtualization to management, storage is one of the most crucial aspects of IT," said Andre Mendes, chief technology integration officer for Public Broadcasting Service. "SNW, more than other conferences, brings together all the right vendors and all the right users — users who can properly leverage available technology and influence vendors in developing the next generation of storage products."

SNW tallied 117 sponsors at a variety of level — Platinum, Gold, Contributing and Participating — some of whom were also exhibiting companies.

continued on page 4

in brief newsworthy

IDG opens office in Hanoi; signs agreement for *Computerworld*

During his five-day trip to Vietnam last month, IDG Chairman **Pat McGovern** participated in the official opening of the IDG Vietnam Co. Ltd. branch office in Hanoi. More than 300 government officials, customers and executives from Vietnamese and international information and communication technology companies attended the ceremony.

The mission of the wholly owned subsidiary, which was established last year and is based in Ho Chi Minh City, is to expand IDG's involvement in publishing, market research and event activities in the country. Five people under the direction of Project Manager **Le Ngoc Quang** currently staff the new branch, and two more will come aboard next month. The newly formed IDG Ventures Vietnam group will also be based in the Hanoi office.

McGovern also signed a joint venture agreement with a leading media company, The Saigon Times Group, to produce a *Computerworld* title. The Saigon Times will be responsible for editorial content while IDG will handle advertising. The Saigon Times now publishes six publications, including news, tourism and real estate titles.

If approved by the government, the agreement will be the first publication joint venture agreement between Vietnam and a foreign media company. (IDG has a license agreement with another local partner to produce *PC World Vietnam*, which was launched in 1992.) Current expectations are that the *Computerworld* title will launch as a biweekly in July.

Contact IDG Vietnam Managing Director ***Tam Le*** *at tam_le@idgvietnam.com.*

IDG Vietnam/ Hanoi contact information

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Fax: +84 4 266 0515

Signing the joint venture agreement with the Saigon Times Group are (from left) IDG Chairman ***Pat McGovern****; IDG Asia President* ***Hugo Shong****; Vice Editor-in-chief, Saigon Times Group Nguyen Thi Hue and IDG Vietnam Managing Director* ***Tam Le****.*

Germany games titles combine forces for reader awards ceremony

Standing among the trophy winners of the GameStar/GamePro Awards are (seventh from right): GamePro Publisher ***Uwe Kielmann****. (Far left): Associate Publisher and GameStar Editor-in-chief* ***Jörg Langer****. (Third from left):* ***Florian Stangl****, deputy editor-in-chief. (Far right):* ***Gunnar Lott****, GamePro editor-in-chief; behind him is* ***Andre Horn****, deputy editor-in-chief.*

It was a good night for the Knights. IDG Germany's *GameStar* and *Gamepro* presented their Readers Awards in Munich earlier this year, and Activision/Electronic Arts' "Knights of the Old Republic" walked off with awards for Best PC Roleplaying Game, Best Xbox Game and the 2003 GameStar/Gamepro Game of the Year trophy.

Attendees at the ceremony included close to 100 CEOs, marketing managers and public relations staff from leading German and Austrian games makers. One reader each from *Gamepro* and *GameStar* were randomly chosen to attend the event and stand with the winners in a group photo at the end of the evening.

While *GameStar* has been holding its Readers Awards for the past four years, this was the first year it combined forces with *Gamepro*, launched in late 2002 and new on the German gaming scene. There were seven other GameStar Awards, including three for hardware and one each for the Action, Strategy, Roleplaying and Sports genres. *Gamepro* gave three platform awards for games for the PlayStation 2, Xbox, and GameCube. Each award was introduced by a "readers' video" in which real gamers copied the movements and actions of game characters and described the winning game without actually naming it.

More than 8,000 *GameStar* and *Gamepro* readers independently rated their favorites in 10 categories as well as an overall favorite. The two publications also gave out three awards for best gaming hardware.

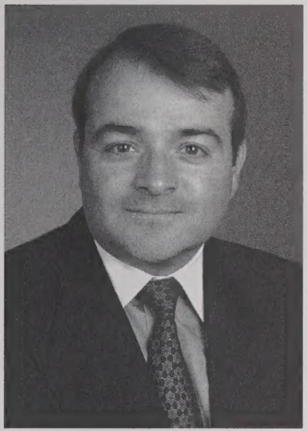
GameStar Germany Editor-in-Chief and Associate Publisher **Jörg Langer** said the staff aims to increase the number of readers who vote by including an online voting option.

For more information, contact jlanger@gamestar.de.

For a complete list of award winners see this story on www.idgworldupdate.com.

one on one the interview

Pat Kenealy
The CEO of IDG is this week's columnist. Reach him at pk@idg.com.



Q You just held a session in Munich with European business units to assess the progress of the *Digital World* product line. What did you learn?

A Three things: 1. There *is* a worldwide reader need for information on the convergence of computing and consumer electronics in the home, but we are still early in the market. 2. The first few issues of IDG *Digital World* publications in Germany, France, Spain and the Netherlands tell us to continue forward but carefully with stand-alone products. 3. We should all capitalize on this early market now using our existing *PC Worlds*, *Macworlds* and other publications. No big media company is making money ahead of us in this huge market, and we should all take the time to understand and serve it well.

Q The recent Neal Awards demonstrate beyond question the superiority of IDG's editorial products. In this time of tight ad budgets, how do we monetize IDG's clear editorial leadership?

A You have hit one of my pet peeves. Editorial quality matters, and it wins in the long term, but in many countries IDG is facing competitors that cannot or will not spend on editorial quality and that seek to make IT information a low-price commodity. We must all promote editorial awards, newsstand sales, renewal rates, ad response, click throughs and other measures of editorial quality, and we must do it more than ever to clients, not to advertising agencies.

At headquarters we're evaluating some trade advertising to increase awareness of IDG's quality standards in the U.S. I encourage us all to do so around the world. As an editorial mentor of mine once said, "Editorial quality is what turns circulation reach into reader attention."

> *"Editorial quality matters, and it wins in the long term, but in many countries IDG is facing competitors that cannot or will not spend on editorial quality and that seek to make IT information a low-price commodity."*

Q What are IDG's clients talking to you about these days?

A Most clients know brands matter, but they're more lead-oriented than ever. Some clients want lower prices. The majority are still learning how to understand the Web as a marketing tool — especially when they use it along with trade print, consumer print, broadcast, event and other media.

I hear a lot about measurability but find that our clients and IDG are not sharing as much marketing data as we should be to truly be partners. If every sales rep at IDG asked his top clients "What are your top few marketing (not just sales and revenue) metrics, and how can IDG share and improve them?" we'd learn a lot and would help our clients and ourselves.

Q In broad strokes, how is IDG different today from what it was when you became CEO in September 2002?

A I think IDG is leaner, more competitive, better in touch with customers (though still much to do here), and starting to focus more on growth. I know that I have a bit more time to focus on the future than I did a year ago, and I'm putting on my sneakers to chase **Pat McGovern** who's setting a fast new-products pace by personally encouraging projects initiatives around best practice exchanges and peer-to-peer clubs and Web sites. One important way that IDG is different is that worldwide, "reader revenue is real." We're learning that ad-funded print magazines aren't the only way to grow. IDG has probably changed me more in 18 months than I have changed it. There's more to learn every day. Now if only *I* could get leaner...

Q We're halfway through FY04. How are things looking?

A How are things looking? B+/B-. If I were issuing a report card, I'd be happy with the first semester and a bit worried about the second. For the first half, IDG overall did very well against last year but missed budget by a bit. The U.S. was solid, and most of the rest of the world was soft. For the second half, the U.S. should remain pretty solid, but Europe will remain difficult. As we begin the FY05 budgeting process, we're more confident about our core operations than we've been the last couple of years, and we look forward to funding growth projects.

Q When you analyze proposals for new projects what do you look for?

A First, remember that most project proposals live or die based on local analysis by local business unit managers. I don't think I've yet to disagree with an under-$2 million investment decision requested by a business unit manager. On investments bigger than that, I judge things with the help, experience and expertise of the entire IDG Management Team, and we say "yes" a lot more than we say "no." The message from here is we want more new product proposals. Our country managers are great filters and every proposal is a learning experience.

What's on your mind?

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

Storage Networking

continued from page 1

STORAGE NETWORKING WORLD

ASA MATHAT

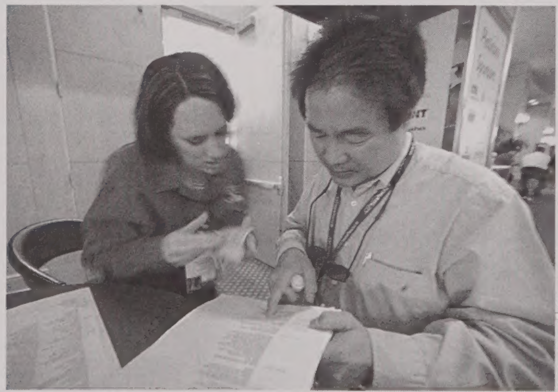
Front row (l-r): Customer Service Coordinator ***Chris Leger****; IDG Travel Counselor* ***Laurie Horn****; Vice President, Strategic Initiatives* ***Leo Leger****; Conference Manager* ***Nan Jurgelewicz****; Event Operations Specialist* ***Lynn Mason****; and Director, Event Marketing and Conference Programs* ***Derek Hulitzky****; Back row: Event Marketing Coordinator* ***Kate Carroll****; Executive VP* ***Ron Milton****; Systems Specialist* ***Chris McMahon****; Group Manager, Event Operations* ***Michael Meleedy****; Editorial Assistant* ***Cheryl Dudek****; Facilties Director* ***Rick Ciliberto;*** *Event Program Coordinator* ***Pam Malingowski****; Director, Sales and Sponsorship Marketing* ***Ann Harris****; Senior Graphic Design Specialist* ***Joe Mola****; and Program Manager* ***Linda Bennett*** *from Price Lampert Associates.*

"Our sponsorship pricing model allows a wide range of companies to participate, from those as large as IBM and Hewlett-Packard that want tremendous visibility, all the way to a small start-up whose exhibit investment at SNW makes up a substantial part of their overall marketing budget," said Computerworld VP of Strategic Initiatives **Leo Leger**.

SNW has proven valuable not only as a profitable venture, but also as a strategic staff development exercise. It is the largest event Computerworld produces, and at twice yearly, "it gives us tons of practice for our other events," said **Derek Hulitzky**, director of Event Marketing & Conference Programs.

Michael Meleedy, group manager, Event Operations, concurred, noting that the SNW team has sharpened many skills, from attendee and speaker recruitment to marketing and promotion, Web site design, and operations — "the list goes on and on," he said. "When you're forced to deal with educating, moving, feeding, entertaining and housing 2,400 people at a conference, you learn some tremendously valuable processes that benefit the production of conferences one-half, one-fourth or even one-tenth the size of SNW."

SNW attendees are drawn not only by the opportunity to network with their peers but by the quality and range of speakers with experience in or responsibility for storage, security and data recovery. This year they included John Seely Brown, former director of the Xerox Palo Alto Research Center and former chief scientist at Xerox; Intel CIO Doug Busch; Lari Sue Taylor, SVP of enterprise information security and recovery at FleetBoston Financial; David Kaercher, VP of information and technology services at Allianz Life Insurance; and John Greer, director of IT infrastructure at Pacific Gas & Electric.



ASA MATHAT

Computerworld Event Operations Specialist ***Lynn Mason*** *helps an attendee locate an exhibitor.*

"The strength of SNW is the strength of making ties," Seely Brown said. "At SNW, you connect with folks you normally wouldn't meet and capitalize on the serendipitous exchange of ideas."

Conference organizers also repeated an IDC Breakfast Briefing session that was first held at the November 2003 SNW and drew a much greater than anticipated audience. This year's topic was The Impact of Tiered Storage and drew more than 300 attendees. IDC's leading storage analysts examined companies' growing interest in deploying tiered storage solutions and discussed its impact on storage components, systems, networks, management and services.

The next Storage Networking World will be held Oct. 25-28, in Orlando, Fla. For more information contact Derek Hulitzky at derek_hulitzky@ computerworld.com or go to www.snwusa.com.

Computerworld offers growing lineup of events

Computerworld's Storage Networking World may be the company's largest event, but it by no means its only event. "We know that it isn't wise strategically to depend just on storage when our *Computerworld* brand is more horizontal, so we've expanded our strategic focus to other markets as well," noted Director of Event Marketing **Derek Hulitzky**, who provided the following list of the company's upcoming events for the remaineder of 2004.

Mobile & Wireless World
May 24-27
JW Marriott Desert Springs Resort
Palm Desert, Calif.
www.mwwusa.com/

IT Executive Summit on Business Intelligence
June 3
The Pierre Hotel
New York

June 9
Sheraton Chicago Hotel & Towers
Chicago
www.itexecutivesummit.com/

Enterprise Management World
Sept. 12-15
Hilton Philadelphia/Cherry Hill

Business Intelligence Perspectives
Sept. 27-29
JW Marriott Desert Springs Resort
Palm Desert, Calif.
www.biperspectives.com/

Storage Networking World Fall 2004
Oct. 25-28
JW Marriott Grande Lakes Resort
Orlando, Fla.
www.snwusa.com/

IDG

April 19, 2004

Director, Premium Content Services (CWI)

Computerworld has an exciting opportunity for an entrepreneurial executive to assume the product champion role to implement new services that will generate revenue from Computerworld's reader base. The person in this position will work closely with all functional areas to develop and sell a wide range of services at a personal level to the highest levels in IT management. Initially, this person will be responsible for developing a solid business plan and launching several planned products to meet the needs of our readers. These products could include a fee-based, peer-to-peer community targeted to senior IT management, customized research, and a variety of other premium content offerings to help senior IT management perform their jobs more effectively. Qualified candidates must have a proven track record of developing and selling premium end-user services, an in-depth knowledge of the IT industry, and prior responsibility for managing a P&L. The ability to develop a strategic plan as well as execute on the plan through development of new senior management relationships is essential. Experience in global markets, familiarity with the benefits and functionality of online web communities is a plus. This position requires at least 5 years of experience in a comparable role. This position reports to the EVP of Strategic Programs and has a strong dotted line to Computerworld's CEO/President/Publisher. Ultimately, this person will be responsible for hiring and managing a staff to meet the needs of the business. ***Location: Framingham – MA***
Contact: P. Sheer, Email: jobs@computerworld.com

Online Account Services Manager (CWI)

Computerworld has an exciting opportunity in our successful online department for an experienced, Account Services Manager. The person in this position will work closely with our online sales team and our developers to create and analyze metrics on online user habits and use the resulting data to create custom and lead generation programs for Computerworld.com's advertisers. The Account Services Manager will work closely with the advertisers to ensure a flawless and effective partnership with Computerworld. Candidates should be very customer service oriented and possess strong analysis and presentation skills. A marketing, sales and/or communications background and prior experience in online is also required. This position will require some travel.
Location: Framingham MA
Contact: Email: jobs@computerworld.com

Research Manager, Capital Markets (Financial Insights)

Financial Insights is looking for a Research Manager to be responsible for setting the overall course and direction for the Capital Market Financial Advisory Service Tracks (FAST) research. The research will focus on the strategic use of technology by leading banks, investment firms, broker/dealers, ECN's, exchanges, and network providers. Extensive research is derived by developing a deep understanding of the true business issues facing buy-side and sell-side institutions and how technology is used to mitigate risk and optimize trading strategies. Maintaining financial industry and technology knowledge is key to the success of this role. The Research Manager also maintains responsibility for building the reputation and the revenues of the services within their domain and is heavily involved in managing consulting and customer research. Additional responsibilities include managing the research agenda, writing research reports, helping with marketing activities to raise industry visibility, providing sales support, and acting as a client advisory. This role will also be responsible for managing others.
Please see a more detailed job description on idc.com . ***Location: Framingham - MA***
Contact: Email: idc_jobs@idc.com

Senior Research Analyst, Risk Management (Financial Insights)

Financial Insights is looking for a senior member of its internationally-recognized risk management research team. The Senior Research Analyst position at Financial Insights is responsible for setting the overall course and direction for a research service area. This is a relatively public role with many client-facing and industry-facing responsibilities, but with primary responsibility for producing the research product. Maintaining financial industry and technology knowledge is key to the success of this role. The Senior Research Analyst also maintains responsibility for building the reputation and the revenues of the services within their domain and is heavily involved in managing consulting and customer research. Additional responsibilities include managing the research agenda, writing research reports, helping with marketing activities to raise industry visibility, providing sales support, and acting as a client advisory. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG (cont.)

Online Sales Manager (GMG)

IDG Entertainment is seeking an energetic, entrepreneurial, online sales professional to handle our Western Region. Located in our Oakland office the individual in this position will be responsible for increasing online revenue for a variety of products. Candidates should be customer centric, solutions focused and articulate. Proven experience in new business development and revenue generation are a must. This position requires 5+ years of online media sales experience. Knowledge of the gaming or entertainment industries a plus.
Location: Oakland – CA
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Online Sales Manager (GMG)

IDG Entertainment is seeking an energetic, entrepreneurial, online sales professional to handle our Eastern Region. Located in our New York office the individual in this position will be responsible for increasing online revenue for a variety of products. Candidates should be customer centric, solutions focused and articulate. Proven experience in new business development and revenue generation are a must. This position requires 5+ years of online media sales experience. Knowledge of the gaming or entertainment industries a plus.
Location: New York City – NY
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Global Account Manager (IDC)

IDC is seeking a Global Account Manager for IDC's Enterprise Global Major Accounts Organization.
The Global Account Manager will be responsible for business development, setting global account selling strategy, and managing the business relationships for IDC's most important customers. The Global Account Manager will be responsible for monthly sales of IDC's entire portfolio of products and services, including syndicated and primary research, events, speaking engagements, and more. Please see idc.com for a more detailed description.
Location: Mountain View -CA
Contact: Email: idc_jobs@idc.com

Regional Account Manager (IDC)

IDC is looking for a Regional Account Manager (RAM) to work closely with IDC's Major Accounts customers. This experienced sales professional will assist in managing sales and business relationships at US HQ for top IDC vendor major account customers. The RAM will work closely with a Global Major Account Manager to ensure monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research such as multiclient studies, conference sponsorships, and consulting to include speeches and honoraria. This position reports to a Global Account Manager of specified accounts. Please see idc.com for a more detailed job description. ***Location: Mountain View – CA***
Contact: Email: idc_jobs@idc.com

Program Manager , Electronic Manufacturing Services (IDC)

IDC is seeking a Program Manager to provide analyst coverage of EMS (Electronic Manufacturing Services) market, with emphasis on original design manufacturers (ODMs) contract manufacturers and coverage of OEMs outsourcing production and design of various IT related equipment. Coverage includes market sizing, forecasting, technology/system trends, vendor analysis and supply and demand analysis including reporting quarterly market share of the top players in the market. Responsibilities include understanding, writing and coverage of OEM outsourcing strategies in PCs, Servers, Mobil Phones and Consumer, supporting our biweekly CMS perspective newsletter and collaborating on joint projects and research with the semiconductor team. The Program Manager is responsible for customer service and support, including meeting with customers, product briefings, presentations and supporting inquiries from financial and IT companies. The Program Manager will participate in and initiate consulting projects, support sales team, and drive business development for the program. The Program Manager will also have P&L oversight and manage revenues and cost effectively. Our clients include electronic manufacturing companies and/or original design manufacturers and OEMs. Qualified candidates must have 6+ years of industry, analyst, consulting, business development and writing experience. A strong understanding of supply management and the distribution channel of IT including the vertical market areas and system design. Technical background or EE degree preferred but not necessary if candidates have strong business skills in the area of operations. ***Location: San Mateo - CA***
Contact: Email: idc_jobs@idc.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Client Services Representative (IDC)

IDC is looking for a Client Service Representative to work closely with the sales force and IDC's Industry Major Accounts customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The CSR will be responsible for supporting IDC's Industry Accounts external and internal customers with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing all customer service support to Industry sales staff by creating reports, inputting orders, assisting the sales team members and collaborating with analysts. Please see a more detailed description on idc.com. ***Location: Framingham - MA***
Contact: Email: idc_jobs@idc.com

Research Analyst, WW Quarterly Hardcopy Peripherals Tracker (IDC)

IDC's WW Quarterly Hardcopy Peripherals Tracker is widely respected in the industry and has become the marketplace standard for major vendors. IDC is seeking an Analyst to lead the coordination and delivery of the Tracker product. In addition to managing this product, the Analyst will be chartered with becoming the go to person for market data on the WW hardcopy peripherals market. This tracker program is integral to all product deliverables in the Peripherals Program including writing, consulting, and day to day advisory deliverables. Key responsibilities of the analyst will include data integration and quality checks of information from across IDC's regions and transformation of this data with the assistance of a programmer into the client deliverable. All product deliverables follow a quarterly deadline schedule and adherence to this is critical to the program success.
For a more detailed description, please visit idc.com. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Vice President, Interactive Products & Services (IDC)

The Interactive Products & Services Group (IP&S) at IDC is seeking a Vice President who will drive the overall strategy for IDC's various interactive products, and be the executive in charge of idc.com. As the manager of the IP&S team, this individual will work with the IP&S team as well as IT and the worldwide marketing staff to continue to create a vision for idc.com and other interactive products. The Vice President of IP&S will work with customers to understand priorities in order to prioritize improvements to the website. We are seeking an individual who has experience in a collaborative environment, and is adept at working with individuals both across the U.S. and internationally. The individual must possess excellent writing and presentation skills, and be able to articulate the vision and strategy for IP&S as well as IDC overall. For a more detailed description, please visit idc.com.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Account Executive (IFW)

This is a great opportunity for an individual wanting to advance a career in advertising sales. Account Executive responsibilities include sales support, servicing existing accounts, prospecting new clients, and breaking new business. Working for and in partnership with the Regional Account Manager, s/he will organize sales presentations/RFP's, conduct research, chase insertion orders and close sales. Qualified candidates will have excellent interpersonal, organizational and customer service skills. Candidates should have a strong phone presence and the ability to make effective prospecting/cold calls. Please have at least 1 year of prior sales experience. Familiarity with the high tech market and sales automation tools would be a big plus!
Location: San Francisco – CA
Contact: Job Opportunities, Email: jobopps@idg.com

Copy Editor (IFW)

InfoWorld seeks a qualified candidate to fill a copy editor position. The ideal person will thrive on working in a deadline-oriented team environment. Job responsibilities include: editing copy for grammar, spelling, consistency, and adherence to AP and InfoWorld style; writing headlines and captions; selecting pull quotes; producing pages using Microsoft Word and QuarkXPress; copy editing text charts and infographics; and posting stories on InfoWorld.com. A degree in English (or related field), familiarity with QuarkXPress, and two years of copy editing experience required; experience in IT publishing preferred. You must demonstrate solid copy editing abilities on in-house copy editing test. ***Location: San Francisco – CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Bio-IT World Conference

continued from page 1

visitors, and, according to our exhibitors, we attracted a highly qualified audience of life sciences and healthcare professionals serious about buying IT solutions for their organizations."

Bio-IT World Editor-in-chief **Kevin Davies** introduces one of the conference speakers last month in Boston.

The strong conference program was no accident, according to *Bio-IT World* Editor-in-chief **Kevin Davies**, who said IDG World Expo had given him and his staff total freedom to plan the tracks and invite the speakers they preferred. "We dispensed with the usual steering committee formula that had shown certain nepotistic tendencies in the years past," Davies said, "and relied on our own editorial judgment and contacts, along with help from a few key industry advisors."

The result, Davies said, was a very strong program — standing room only in many cases — on topics as diverse as informatics and IT implementation, genomic drug discovery and e-clinical research, as well as the successful debut of a Heath-IT World track.

Other IDG business units participating in the event included IDG Ventures, which hosted the Ernst & Young Venture Summit, a one-day event at which emerging companies met with and presented business plans to a group of venture capitalists; and IDC's Life Science Insights company, which sponsored the opening night reception. In addition, Life Science Insights COO & Managing Director **Paul Gillyon** was a conference speaker.

> *"Our exhibitor rebook rate was higher than ever this year — a sure indication that our customers were pleased with the event."*
>
> *— Jennifer LaFond, IDG World Expo*

IDG WORLD UPDATE

Bio-IT World Executive Assistant to the President **Madeleine Dionne** (left) and Director of Finance **Kelly Klagges** with IDG Chairman **Pat McGovern** at the *Bio-IT World* booth.

As it has at all previous Bio-IT World events, *Bio-IT World* magazine presented the "Best of Show" awards to recognize breakthrough technology products introduced by exhibiting companies. Organized by *Bio-IT World* Executive Editor **John Russell** and Special Projects Editor **Tony Strattner**, "it's an immensely popular program," said Davies, "as can be seen by the caliber of the entrants and winners this year."

Popular and rigorous, noted Davies. "This is no beauty pageant — we enroll a panel of industry experts to help not only in the preliminary screening to pick the finalists, but also the live adjudication on the show floor; the judges spend several hours interviewing all the finalists before convening to select the winners." Winners were selected in four categories including Clinical Trials & Research, Information Technology Infrastructure, Knowledge Management & Collaboration Tools and Informatics Tools & Data. A list of the winners can be found with this article on IDG World Update Online (www.idgworldupdate.com).

Companies exhibiting at this year's event included Apple, EMC, Fujitsu, IBM, Hewlett-Packard, LION bioscience Inc., NuGenesis, Oracle and Sun Microsystems, with a number of exhibitors using the event to launch new products.

An important indicator of the event's success, noted LaFond, were booth sales for next year. "Our exhibitor rebook rate was higher than ever this year — a sure indication that our customers were pleased with the event."

"The entire event went so smoothly, thanks to the World Expo team's superb handling of all the logistical and administrative details. I can't wait to start planning next year's edition!" Davies said.

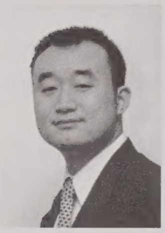
The next Bio-IT World Conference + Expo will be held May 17-19, 2005, at the Hynes Convention Center in Boston.

*For more information contact Jennifer LaFond at jennifer_lafond@idg.com or Public Relations Specialist **Beth Wickenhiser** at beth_wickenhiser@idg.com.*

noteworthy people

Liu

Chen


Wang

Guo

Gable

Promotions

The Board of Directors of China Computerworld recently announced the creation of a new team to lead China Computerworld Publishing & Services Co. **Liu Jiuru**, formerly vice president and editor-in-chief, has been named president. "Not only has Liu Jiuru been very creative editorially in making *China CW* the best IT publication of its kind in China, but he's a fine manager and his communications skills are impressive," said IDG China President & CEO **Hugo Shong**. "He's enthusiastic about work and optimistic toward life, and I'm sure he will make *China Computerworld* grow even faster than it already has."

As part of the China CW reorganization, **Chen Mei**, **Wang Chao** and **Guo Linxia** have been renominated as vice presidents of the China Computerworld company and will take on new adjunct responsibilities. Chen Mei, most recently publisher of *PC World China*, joined IDG China in 1994. "As a former publisher of *Network World China*, Chen Mei oversaw a significant gain in advertising revenue," Shong said. "She takes her responsibilities seriously and puts special emphasis on work procedures, always hitting her project's targets."

Wang Chao joined IDG in 1994 and most recently served as editor-in-chief of *CEO & CIO*. "Wang Chao is a creative thinker who consistently comes up with fresh ideas," Shong said. "He's also a skilled writer, and as the new VP/editor-in-chief of *China CW*, I'm sure he will be able to make the newspaper's content even more compelling."

Guo Linxia, who joined the company in 1995, "is particularly skilled at handling legal affairs and is known for her enthusiasm for work and kindness toward her colleagues," Shong said.

Returning employees

Gene Gable is IDG World Expo's new group vice president. From 1991 to 1999 he worked at *Publish* magazine, first as an editor, then as publisher and president of the Integrated Media business unit. Gene left IDG to become president of Seybold Seminars and Publications, moving on in 2002 to write about and consult for the graphic arts industry. For World Expo he will be launching a series of conferences focusing on the use of technology to automate and personalize the marketing and publishing process. Outside the office, Gene writes a column for creativepro.com called Heavy Metal Madness that highlights vintage graphics and old-time printing techniques (he has a complete hot-metal print shop, including a 1927 Linotype lead casting machine, in his garage). He lives in the San Francisco area with his wife Patty and their 15-year-old nephew Marc, a Swiss native who is attending a local high school. Three dogs, two cats and three birds round out the family. *gene_gable@idg.com*

PCWorld journalists honored for outstanding investigative reporting

In the latest example of IDG's award-winning editorial excellence, *PC World* Senior Reporter/Online News **Tom Spring** and Senior Editor/News **Peggy Watt** last week were awarded a Sigma Delta Chi Excellence in Journalism Award for Best Investigative Reporting by an online publication. Sponsored by the Society of Professional Journalists (SPJ), the awards are given to those who exhibit "dignity and responsibility to the profession of journalism."

"Beware Mystery Fees for Web Services" (http://find.pcworld.com/42082), posted April 21, 2003, and later appearing in the publication's June issue, was the result of a two-month investigation into the "cramming" of phone bills, i.e., adding third-party charges for Internet and telephone-related services to a home or business phone bill.

Though cramming is not new, this was one of the first cases in which the problem had moved to the Internet age. To report the story, Spring researched public records, coaxed information from duped telecom companies and established a confidential "deep throat" source who revealed valuable information about the illegal business dealings. The state of Florida later investigated companies named in the article. Watt did the primary editing on the story.

"We're proud that this story has been acknowledged not just as superior technology reporting, but as outstanding investigative journalism, period," said PCW Vice President/Editor-in-chief **Harry McCracken**.

This year, the SPJ named 49 winners from more than 1,350 entries that include the likes of the *Washington Post*, the *New York Times*, *U.S. News & World Report* and *CBS News*. The awards will be presented July 9 at the National Press Club in Washington, D.C. Winning entries will be showcased online in SPJ's Gallery of Winners this summer.

Earlier this year PCWorld.com won the 2004 Neal Award for Best Web Site, one of nine Neal Awards IDG earned this year for editorial excellence, and the 2003 min's Best of the Web Award for Online Excellence.

New employees

Life Science Insights, an IDC company based in Framingham, Mass., has hired **Brock Reeve** as vice president/consulting. He was previously an associate partner with IBM's Business Consulting Services division and holds a B.A. in classics from Yale University and an M.B.A from Harvard University. He spends his free time taking kids to soccer games and restoring old houses.

Business units around the world are welcome to send information for the Noteworthy section to world_update@idg.com. A Noteworthy form is also available on the "Talk to Us" link on www.idgworldupdate.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Nancy Percival *IT Careers*

13

Ágnes Héjjas *IDG Hungary*

12

Christopher Willard *IDC*
Chris Christiansen *IDC*

11

Ellen Fanning *Computerworld*

10

Shawne Burke Pecar *PC World*

9

Lynn Wright *Digit U.K.*
Thomas Copeland *IDC*
Ron Gibson *IDG Central Services*
Martina Reger-Völzing *IDG Germany*
Yuichi Tsujimura *IDG Japan*
Naoyuki Sakai *IDG Japan*

6

Francois Jeanne *IDG France*
Cheryl Quinn *IT World Canada*

5

Natasha Tan *IDC Singapore*
Newt Bailey *PC World*
Yoshiki Kuwahara *IDG Japan*
Teréz Berényi *IDG Hungary*

4

Oliver Dell *PC Advisor*
Jennifer Orr *Mac Publishing*
Kevin McKean *InfoWorld*
James Motch *PC World*
Monika Seres *IDG Germany*
Petra Hallstrom *IDG Global Solutions/EMEA*

3

Robert Blumstein *IDC*
Anna Demetriou *IT World Canada*

2

Betty Pan *IDG Hong Kong*
Mitsuyuki Tachihara *IDC Japan*

1

Duncan Newell *IDG World Expo*
Jennifer Kula *IDC*
Nobuyuki Sakata *IDC Japan*
Maricar Lagura *Network World*
Enikö Vass *IDG Hungary*
Ana Chin *IT World Canada*
Michael Martin *IT World Canada*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

CXO Media committee takes safety seriously

"Be prepared" are words to live by and common to the safety preparedness plans of several U.S. IDG business units.

One of the most thorough plans belongs to Framingham, Mass.-based CXO Media, which created a 13-member safety committee in August 2001. CXO employees are divided into 10 teams, each headed by a captain who leads his or her team during building evacuation.

According to CXO User Services Manager **Ron Bettencourt** and safety committee chairman, keeping track of employees' attendance is essential during an evacuation. Employees use a Notes database to indicate when they will be out of the office for vacations or business travel. "If there's an evacuation, the team captains carry an updated list of their group, and that is cross-checked with a master list," he said.

Each safety team has a designated color and a kit containing items such as a flashlight, a current team member list, pencils and a color-coded team flag that marks the spot where team members gather outside.

All CXO employees also receive a safety brochure consisting of emergency numbers, evacuation plans, fire procedures, mail handling for foreign substances and how to cope with a variety of other situations.

Last October employees' preparedness was put to the test when an elevator motor in the building began to billow smoke during lunch hour. "It was the real deal," Bettencourt said. "It was a minor event and no one got hurt, but it was good to know everything could work smoothly, including having another team member step in and grab the safety kit and daily attendance list because the captain wasn't in that day."

In addition to the attendance log, CXO's Notes database has safety tips, fire department and other emergency numbers, and lists of teams, fire captains and CPR-certified employees.

"Our major contingencies are for fire and safety," Bettencourt said. "We do have procedures for just about anything at this point, and they are included in the safety brochure. When a new employee comes on board HR gives them the package we made, and they must have their safety captain fill it out and sign off that the individual has been familiarized with all aspects of safety."

Bettencourt schedules two evacuation drills a year. While employees know where to meet in the building, how get out of it, and where to assemble outside, only Bettencourt knows when the drills will take place.

IDG WORLD UPDATE

*These CXO Media employees earned company-sponsored CPR certification (back row, l-r): Art Director **Steve Traynor**, Systems Administrator **Robert Reagan**, Financial Analyst **Chris Bernardi**, User Services Manager **Ron Bettencourt**; (front row, l-r): Senior HR Representative **Beth Ramistella**, and Account Executive **Kim Forrest**. CXO expects to pay for recertification for this group when the time comes and may offer CPR classes to other staff in the future.*

"The last time we evacuated it took less than five minutes," Bettencourt said.

For more information, or to get a copy of the safety-related Notes database to adapt locally, write to rbettencourt@cxo.com. WU

Got to www.idgworldupdate.com for a sample list of emergency safety procedures.

celebrating 10!

Name
Joseph Loiselle

Home
Paxton, Mass.

Joined IDC
October 1992 as a copy room assistant.

Career path
Started part-time working a few weeks in the copy room, then as a consultant, then research manager in PC Pricing, then program manager for a program I developed called IT Advisory Tools, to current position as Program VP of Global IT Advisory Services.

What job involves
I run three programs largely dealing with IDC's non-traditional audiences from IT professionals to media to government to consulting companies internationally.

Most challenging part of your job
Being spread so thin you become transparent — a colleague put it rather humorously: "I'm too busy to hire help."

Latest accomplishment
This is the 22nd consecutive quarter that my program(s) have beat plan.

I joined IDG because
I took a second job to earn some extra money to pay college bills and it turned into a career.

What's kept you at IDG for 10 years?
An opportunity to reinvent my job every few years and continue to leverage what I have already learned.

If you could change one thing about IDG
Better synergy between the different business units — we often get caught up in fiefdom-style existence.

Best way someone could compliment you on your work
Take some of the millions we have saved them on purchasing or avoiding a bad investment and put it in my checking account!

Best compliment you've ever received on your work?
I was once referred to as "scary smart." I would like to think it meant I was really, really intelligent and not an intimidating geek.

Best piece of advice you've ever received?
You get what you invest in whether it's people, life, career, etc.

Person who's taught you most about leadership?
My mom. We had so little growing up but she taught me self-respect, self-reliance and pride in whatever we did and we always felt special. It's not what you have it's what you make of yourself.

*IDC's **Joe Loiselle** (r) dined with IDG Chairman **Pat McGovern** at Boston's Ritz-Carlton in celebration of his 10 years of service.*

Interests outside the office
My family, reading, strategy games and martial arts.

Family
My wife Karrie and I have a daughter Amber, 15, and a son Joshua, 4.

Of what accomplishment at work are you most proud?
Creating a product, SmartIndex, that is now used by over 50% of the Fortune 1000 benchmarking more than $7 billion worth of IT investments annually.

What others can't tell just by looking at me
I once had hair…

Most difficult decision you ever had to make?
Volunteering to go to Iraq — luckily they stationed me in North Carolina instead.

As a child, what did you want to be when you grew up?
A Marine, a black belt and a movie star — two down…

If you won the lottery tomorrow, you would
Give half to charity, some to my relatives and friends (and my boss if he gives me a good review) and then disappear for a year.

Manager's profile
"You don't have to work with Joe long to realize he has a voracious appetite for developing business. He is great working with customers in determining what they need and then making sure we deliver on our promises. Aside from that he is a pretty colorful character and a great teller of shaggy dog stories."

— Dennis Philbin, senior vice president

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Joe Mola *Computerworld*
Diep Nguyen *IDG Vietnam*
Karen Ren *IDG China*
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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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Asia/Pacific Directions 2004

April 22
Singapore

April 27
Bangkok, Thailand

April 29
Sydney, Australia

May 6
Auckland, New Zealand

May 13
Tokyo

May 18
Taipei, Taiwan

May 20
Seoul, South Korea

For more details go to www.idc.com.sg/Directions2004/venue.htm

IDC's global reach is front and center at U.S. Directions

Opening with its new corporate video that highlights the company's unparalleled ability to provide local research around the world, IDC's 39th annual IT market briefing session showcased the company's ever-expanding market coverage. The conferences in San Jose, Calif., (March 31) and Boston (April 7) featured an all-time high of 40 speakers — all IDC analysts except Institute for the Future Director Paul Saffo — who covered a wide swath of technology trends, issues, predictions and analysis into spending expectations and IT challenges for 2004.

Like last year, U.S. Directions 2004 drew a combined audience of more than 2,000 senior-level executives from IT and telecommunications companies, financial firms and consulting groups.

This year's theme was "Making IT Matter: Finding Opportunities and Defining Value," and each of the three general session speakers focused on a different dimension. In his opening presentation, IDC Chief Research Officer **John Gantz** challenged the audience to find the opportunities that offer real hope for sustained growth. He noted that the outlook for worldwide IT spending growth in 2004 is more optimistic than it was just a few months ago. In a recent global survey, IT users anticipated their corporate IT spending would grow an average of 4% over last year, while IDC predicts that growth will be at least 5%. The trend is a big improvement

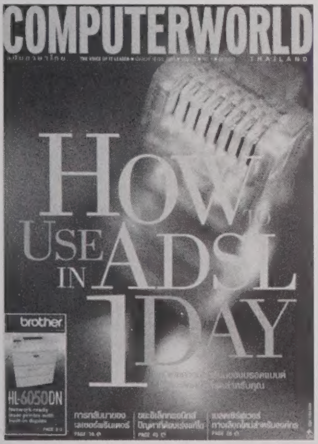
SERVICES MARKET FORECASTER & TRACKER
SOFTWARE MARKET FORECASTER & MAP

IDG WORLD UPDATE

*Senior Research Analyst **Alex Motsenigos** demonstrates an online product for Hewlett-Packard customer Mary Coulos (right) while his Services Group colleague, Product Director **Maryanne Coughlin**, looks on.*

continued on page 4

CWThailand debuts with mix of case studies and news



A 10-person team works on the new bi-monthly publication.

Just seven months after launching *PC World*, IDG's Thai licensee, The Aspirers Group (TAG), last month rolled out a *Computerworld* edition for the country's IT professionals. Sporting a glossy magazine format, *Computerworld Thailand* will appear twice a month with a planned controlled circulation of 70,000 IT executives in some 2,000 companies.

Computerworld made a high-profile debut at the first ComWorld Thailand, a four-day conference and expo organized by TAG at the Queen Sirikit National Convention Center in Bangkok. The event was so successful, with 150 exhibitors and more than 350,000 attendees, that the company plans to make it an annual event.

"It was a very effective shortcut to the market for *CW Thailand*," said TAG General Manager **Prateep Yongketh**.

Published in Thai, *Computerworld* will compete against four primary challengers. No. 1 is Ziff-Davis' *eWeek*, also published in Thai, which has a claimed controlled circulation of 70,000 and a solid reputation. TAG views the No. 2 challenger to be *Post Database*, a weekly IT section in the *Bangkok Post*, the most popular English-language daily. That section is targeted to foreign IT executives, of whom there relatively few in the country, and while the total newsstand circulation is 100,000, the controlled circulation is small. No. 3 is the English-language, news-focused *Plan IT Asia* (circulation 10,000) and *InformationWeek Thai Edition*, with low revenues and a claimed circulation of 50,000.

CW Thailand's 10-person staff is aims to fill a market niche. "*Computerworld Thailand* has a unique combination of field reporting — real case studies about IT projects in Thailand — project management tools and instructional lessons from IT experts from the

continued on page 5

Quick tips on launching a digital publication

Health-IT World **Publisher Alan Bergstein** has these recommendations for making a digital publication a success:

- Make sure the content is compelling and meaningful to the intended audience.
- Design the digital publication for the screen, not for the print page.
- Educate yourself, your staff, your advertisers and your readers on the benefits of the medium.

Write to alan_bergstein@bio-itworld.com.

Health-IT World debuts as digital magazine

Monthly title covers therapeutics, patient administration and more

Last month's debut of the Health-IT World Conference + Expo in Boston also saw the debut of a digital magazine, *Health-IT World*, published by IDG's Bio-IT World division. The monthly's target audience is IT professionals in healthcare organizations, doctors and registered nurses using health-IT solutions in their daily practice, and executives with healthcare or biotechnology/pharmaceutical groups, as well as the clinical labs that serve the industry.

Publisher **Alan Bergstein** said there were several reasons the magazine is being delivered in a digital format instead of print. "Digital delivery mirrors the very essence of the move from paper to digital that healthcare professionals are making in their organizations," he said. "Advertisers can use their existing print display ads, usually with little or no modification."

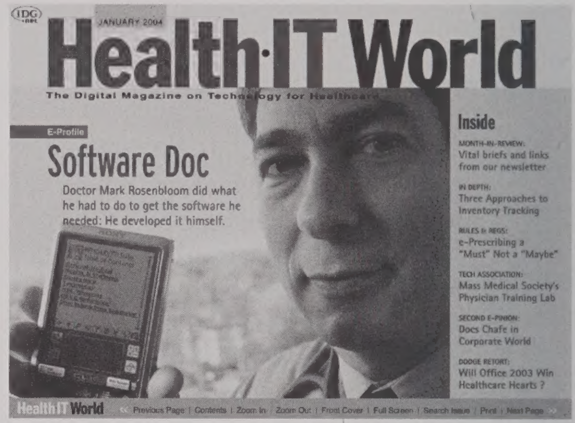
He added that digital technology — the staff uses QMags technology to create the publication — improves the efficiency and delivery of the publication and provides readers with such benefits as hyperlinking, easy search capabilities, and the ability to send the issue to a friend.

"Finally, the digital nature of our media serves to differentiate us from all of the competition in the field," he said. Among the publication's print competitors are Thomson Media's *Health Data Management*, Nelson Publishing's *Health Management Technology*, and McGraw-Hill's *Healthcare Informatics*.

Health-IT News continues

Averaging 26 pages per issue, *Health-IT World* has a circulation of 25,000. All the recipients of Bio-IT World's year-old, twice-weekly e-newsletter, *Health-IT World News*, received the new publication. Ad-sponsored, *Health-IT World* is free to qualified subscribers. Dodge said new subscribers are acquired through e-mail marketing to various industry lists, banner ads on related areas of the Bio-IT World site (www.bioitworld.com/), as well as on the *Health-IT World* site (www.healthitworld.com/).

"We define Bio-IT World, Inc's principle focus as spanning the continuous chain of drug maturity from development through delivery, with the overlaying concentration being the implementation of technology at each link," Bergstein said. "It accomplishes this through the complementary efforts of its two product lines: *Bio-IT World* and *Health-IT World*. While *Bio-IT World* focuses on those technologies that impact research and development, validation into clinical trials, regulatory compliance associated with drug development, and therapeutics, *Health-IT World* covers therapeutics through point of care and patient administration."


IDG.net

JANUARY 2004

Health·IT World

The Digital Magazine on Technology for Healthcare

E-Profile

Software Doc

Doctor Mark Rosenbloom did what he had to do to get the software he needed: He developed it himself.

Inside

MONTH-IN-REVIEW: Vital briefs and links from our newsletter

IN DEPTH: Three Approaches to Inventory Tracking

RULES & REGS: e-Prescribing a "Must" Not a "Maybe"

TECH ASSOCIATION: Mass Medical Society's Physician Training Lab

SECOND E-PINION: Docs Chafe in Corporate World

DODGE RETORT: Will Office 2003 Win Healthcare Hearts ?

Health IT World
Previous Page | Contents | Zoom In | Zoom Out | Front Cover | Full Screen | Search Issue | Print | Next Page

Health IT-World is created with QMags technology . Averaging 26 pages per digital issue, Health-IT World has a circulation of 25,000.

Joining Editor-in-chief **John Dodge** are Senior Editor **Brian Reid** and Staff Writer **Jeff Berman**.

Go to www.healthitworld.com/ or contact John Dodge at john_dodge@bio-itworld.com. WU

Same industry, different publications

Nearly a year old, *Health-IT World News* is a bi-weekly HTML e-newsletter that appears on a single screen with a table of contents and text-heavy story briefs with links to the full stories.

The newly launched monthly *Health-IT World* "looks and reads like a monthly magazine but on the screen," said Editor-in-chief **John Dodge**. "The real value of *Health-IT World* is its content – and that's where we hope to raise the bar."

Wanted: Success stories — Reward: A $25 Amex certificate!

If you know of a colleague who made an extra effort to help a client, saved the company money, enabled their group to work more efficiently, or did anything else to live out one of IDG's corporate values, write to world_update@idg.com.

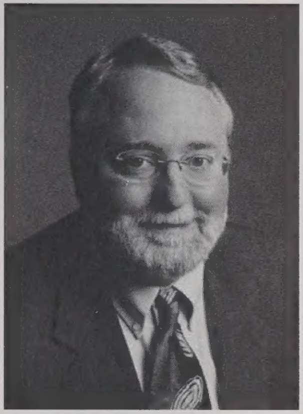
If we use your suggestion for a story, we'll send a $25 American Express certificate to you and to the person you nominate. Please include your contact information and that of your nominee, a short description of the person's contribution, and we'll take it from there! Nominations are rolling in--don't miss your chance!

the interview

one on one

Steve Fox

The editor-in-chief of InfoWorld is this week's guest columnist. Reach him at steve_fox@infoworld.com.



> *"We're all about technology, so we strive for strong imagery and cover lines that support that message. The challenge is to bring a newsstand sensibility to the world of controlled-circ publications."*

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

Q It's been just about one year since *InfoWorld* changed its format from a tabloid to a magazine and refocused its editorial. What are the key differences between *InfoWorld* today vs. what it was a year ago?

A Though the size/format change was the most obvious, the work under the covers was considerably more far reaching. The old *InfoWorld* was primarily a newsweekly, with a classic newspaper-style cover; alongside news, it featured a smattering of product reviews, a CTO section built around case studies and profiles, and a gaggle of columnists covering everything from management issues and user advocacy to Windows. It was a strong book, but it was struggling to be all things to all people.

With the April 28, 2003, issue, we morphed into a reviews-driven glossy magazine with a single-minded focus: evaluating the merits (or lack thereof) of enterprise-class technologies and products for high-level IT professionals. We signaled our intentions by replacing our old tagline ("Lead with Knowledge") with "Get Technology Right," and highlighting a single heavy-duty review (a head-to-head of 10-Gig switches) on the cover. Inside, the slate of columnists was pared from a dozen to four, each with a specific technology-focused mandate. The News section remained in the leadoff position, but it was followed by a clearly delineated Test Center reviews section, with an overhauled scoring system and revamped bottom-line boxes to summarize our findings. The CTO section was gone, and most radically, we added a 12-page feature well, for deep-dive coverage of key topics. Essentially, we took a classic service journalism approach, focusing our message to consistently address demonstrated reader needs.

Q What audience does *InfoWorld* address?

A We reach senior IT professionals who determine which technologies, brands, and products are chosen and which ones are not. We have 220,000 subscribers — divided equally among large, midsize, and emerging enterprises. According to the last IntelliQuest survey, since the change, *InfoWorld*'s average issue audience jumped 12.5% to 1.3 million readers. With this increase, *InfoWorld* offers comparative reach to its core competitor, *InformationWeek*, despite the latter's larger circulation.

Q It seems that *InfoWorld*'s focus has shifted from news to product reviews. True?

A Given the challenge of breaking news in a weekly publication, the News department has shifted much of its energies to InfoWorld.com, where news is our primary traffic driver. So while *InfoWorld* continues to cover news — especially analysis that identifies trends and adds perspective — we believe our Test Center coverage fills a hole in the market for technical, in-depth reviews. The approach, by the way, seems to be working. According to a recent study we conducted ("The Information Technology Needs of the North American Business"), *InfoWorld* is now more clearly differentiated than core competitors *InformationWeek* or *eWeek*. Plus, we've further differentiated ourselves from sister pub *Computerworld*, which specializes in with news and case studies.

Q What is the CTO Advisory Council?

A It's an invitation-only group of senior technology leaders that helps shape the future of *InfoWorld*'s content and business. We have regular meetings with them and often tap their expertise. For example, we relied heavily on input from the group in choosing February's CTO 25 award winners. We also solicit their advice in shaping content for *InfoWorld* events, like CTO Forum, and for developing other business-line extensions.

Q Can you talk a little about how the print and online site fit together?

A The content of the magazine is the foundation for online, from the news stories and reviews to the column. The News department writes many stories during the week that appear only online; they also have a group blog where they can post observations, news flashes, and first drafts of stories, some of which will later evolve into full-blown news stories either for print or online. Columnist **Jon Udell** routinely uses his *InfoWorld* blog to develop his thoughts: pitching story ideas to the community, soliciting input, and exploring the dynamics of an article before writing it. The result is a more informed take on technology, with all of the appropriate players and ideas represented. For the reader, it creates a more engaging environment.

Q What's the philosophy behind *InfoWorld*'s covers?

A We're all about technology, so we strive for strong imagery and cover lines that support that message. The challenge is to bring a newsstand sensibility to the world of controlled-circ publications. That doesn't mean we'll use all the tricks of the consumer magazine trade: We don't slap 200-

continued on page 7

GLOBAL
TWARE
IDC

Program Director **Sandra Rogers** greets a Directions attendee.

Evaluations contribute to a worthy cause

As it has since 2000, IDC encouraged attendees return their Directions evaluation forms by vowing to contribute $5 per completed form to a charitable organization. The two U.S. conferences combined produced close to $2,000 for the Make-A-Wish Foundation, which grants wishes to children with life-threatening illnesses.

What worked well: The goods and the greeters

IDC tried two new approaches at Directions that garnered much positive feedback from attendees. IDC sales staff volunteered to be greeters at strategic locations through the convention center to guide attendees and answer questions.

As a way to distribute information in a convenient, small-package format, each attendee received a USB port memory stick that contained the general session conference proceedings, a list of worldwide subscription services and IDC's 40th anniversary white paper.

Directions

continued from page 1

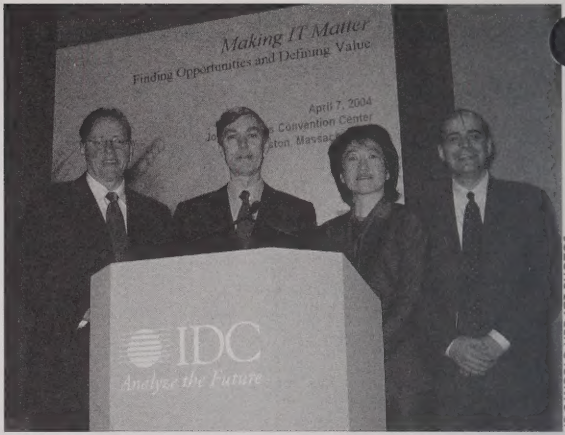
over the 4% spending decline in 2002.

Gantz talked about how the context in the IT industry has changed greatly over the past 40 years, with computers that were once solely the domain of the military or academia are now part of the average person's daily life. "There's always a new context, a new 'normal,' and you have to adjust to the current technological and economic environment," he said.

Senior Vice President **Crawford Del Prete** made recommendations for positioning new innovations for meaningful growth. "People hate the hype associated with new products, but it's an essential part of the process that tests the conventional wisdom about that product," he said. One example of conventional wisdom says that camera phones will improve so much that they'll kill off digital cameras, but this will not necessarily happen, Del Prete noted. What vendors must anticipate is how customers will use their innovation and create features accordingly, not just add features because the technology enables them to do so.

During his presentation on defining and delivering business value, Senior Vice President/Research **Frank Gens** rebutted business writer Nicholas Carr's controversial theory that IT doesn't matter with an IDC survey of CEOs, CFOs and line-of business VPs. Almost 80% said that IT was important or critically important to their companies' business success. More than 50% felt their company should be using IT more aggressively to succeed in their markets; less than 2% felt their companies should use IT less aggressively. Gens also shared IDC analysis about how IT suppliers may do a better job positioning offerings in the context of the business problems customers are trying to solve — to make it easier for business executives to connect the IT-value dots, and to help IT executives communicate IT's value to their internal customers.

*Senior Marketing Programs Manager **Patrick Gorman** (center) talks to attendees. Nearby (l-r) are IDC colleagues **Randy Giusto**, **Bob O'Donnell** (back to camera) and **Wolfgang Schlichting**.*



IDG WORLD UPDATE PHOTOS

*The general session speakers included Chief Research Office **John Gantz**, IDC President & CEO **Kirk Campbell,** senior vice presidents **Gigi Wang** and **Crawford Del Prete**. Not pictured: **SVP Frank Gens**..*

Directions' small-group workshops encompassed seven tracks: Enterprise Environment, Telecom and Wireless, Mobility and Personal Technologies, Software, Services, Business Strategies and the Consumer Market. There were also six special interest sessions, including one each by the IDC companies Financial Insights and Life Science Insights, and seven breakfast sessions on such topics as end-user trends and IT opportunities in Central and Eastern Europe

Paul Saffo wrapped up the conference with observations about the future of technology, noting that there is often a longer than expected lag time between innovation and wide-scale adoption. Often, multiple generations of technology pass before applications built on the new technology are widely adopted. Saffo said it is common for the market to overestimate a technology's potential when the innovation is made, yet it is also common to underestimate the potential after the initial hype and it begins to be widely deployed. Saffo cited e-mail as one example: its use began in the 1980s with time-sharing but didn't it take off until the 1990s and the advent of client-server technology, and later, the Internet.

InfoWorld and *PC World* served as media sponsors for Directions this year and had signage and materials in the Research Pavilion. For the third consecutive year the Pavilion served as the gathering spot for clients and prospects to meet with analysts and sales staff, view online demonstrations of IDC's products and services and gain a better understanding of IDC's global offerings.

*Contact VP/U.S. Conference Business **Elizabeth Cutler** at ecutler@idc.com.* WU

IDG

April 26, 2004

Director, Premium Content Services (CWI)

Computerworld has an exciting opportunity for an entrepreneurial executive to assume the product champion role to implement new services that will generate revenue from Computerworld's reader base. The person in this position will work closely with all functional areas to develop and sell a wide range of services at a personal level to the highest levels in IT management. Initially, this person will be responsible for developing a solid business plan and launching several planned products to meet the needs of our readers. These products could include a fee-based, peer-to-peer community targeted to senior IT management, customized research, and a variety of other premium content offerings to help senior IT management perform their jobs more effectively. Qualified candidates must have a proven track record of developing and selling premium end-user services, an in-depth knowledge of the IT industry, and prior responsibility for managing a P&L. The ability to develop a strategic plan as well as execute on the plan through development of new senior management relationships is essential. Experience in global markets, familiarity with the benefits and functionality of online web communities is a plus. This position requires at least 5 years of experience in a comparable role. This position reports to the EVP of Strategic Programs and has a strong dotted line to Computerworld's CEO/President/Publisher. Ultimately, this person will be responsible for hiring and managing a staff to meet the needs of the business. ***Location: Framingham – MA***

Contact: Email: jobs@computerworld.com

Online Account Services Manager (CWI)

Computerworld has an exciting opportunity in our successful online department for an experienced, Account Services Manager. The person in this position will work closely with our online sales team and our developers to create and analyze metrics on online user habits and use the resulting data to create custom and lead generation programs for Computerworld.com's advertisers. The Account Services Manager will work closely with the advertisers to ensure a flawless and effective partnership with Computerworld. Candidates should be very customer service oriented and possess strong analysis and presentation skills. A marketing, sales and/or communications background and prior experience in online is also required. This position will require some travel. ***Location: Framingham - MA***

Contact: Email: jobs@computerworld.com

Graphic Designer (CXO)

CXO Media is looking for a Graphic Designer to join our highly collaborative editorial design group. Responsibilities include magazine production tasks, page layout, directing photographers and illustrators and creating infographics for CXO's publications. The ideal candidate will possess 1-4 years of design experience in an editorial environment. Candidates should have a strong design portfolio, a degree in graphic design, proficiency with QuarkXPress, Photoshop and Illustrator, experience working with photographers and illustrators and a firm understanding of typography and digital pre-press in a Mac environment.

Location: Framingham – MA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Director (IDC)

IDC is looking for a Sales Director to work closely with IDC's Industry Major Accounts customers. This high level major accounts sales professional will be responsible for developing and driving several million dollars of consulting revenues within several of IDC's Major Accounts customers. As a member of a collaborative team, the Sales Director will be responsible for developing an in-depth knowledge of IDC consulting capabilities, including custom market research and go-to-market services, as well as building strong relationships with multiple individuals (account managers, consulting project directors, research analysts) across IDC. The individual will prospect for new and incremental opportunities, work with various consulting project directors in proposal generation, and be responsible for closing business and follow up on customer relations. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This position will report to the VP of Major Accounts in Framingham, MA. Please see idc.com for a more detailed job description.

Location: Framingham -MA

Contact: Email: idc_jobs@idc.com

Relationship Manager for Technology Executives' Club (IFW)

InfoWorld is considering expanding its membership services for technology executives and other IT leaders. The newly created position of Relationship Manager will serve as the direct liaison between InfoWorld and those who join this new service or club. S/he will work with the management team to formulate the membership services strategy, recruit new members into the organization, and deliver services to them on InfoWorld's behalf. This is a growth position that will allow a person with the right combination of experience and motivation to participate in building a business from the ground up using a successful tech publishing company as foundation. An ideal candidate would combine a) knowledge of enterprise-class technology, b) excellent sales and people skills, and c) experience in running a membership-based service organization. Because of the startup nature of this challenge, the position will initially be structured as a six-month project assignment, although it is our hope that the position will eventually become a significant, regular full-time job. ***Location: San Francisco – CA***

Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG (cont.)

Product Manager (IFW)

The Product Manager (PM) will manage the development and operations of InfoWorld's Premium Online Service, which will include research reports and related content available to CTOs and other enterprise IT professionals. The PM will define product requirements and business objectives including content, development, revenue streams, and marketing/sales strategies. S/he will lead the implementation, monitor the product's effectiveness, and manage product evolution and growth. The ideal candidate will have 2-3 years related industry experience (Internet, Media), strong organizational and people-management skills, and solid knowledge of Web-based business tools/technologies. S/he must possess excellent product and project management skills, an understanding of the needs of the audience, and the ability to direct all aspects of a multifaceted online project.
The position will initially be structured as a six-month project assignment, although it is our hope that the position will eventually become a regular full-time job. ***Location: San Francisco – CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Reporter (IFW)

InfoWorld is seeking an ambitious reporter for the IT industry's leading newsweekly and Web site. The reporter will work the beat by cultivating sources in the IT industry and user community. The candidate should be able to break news stories for InfoWorld.com, as well as work on enterprising news and feature articles. We are looking for someone with 2-5 years experience in covering information technology, and a background covering storage and networking is a plus. Please reference "IFW Reporter" in subject line when emailing your cover letter, salary requirements and resume.
Location: San Francisco - CA
Contact: Email: jobopps@idg.com

Research Director (Life Science Insights)

Life Science Insights, an IDC company, analyzes the convergence between IT and the emerging life sciences market. Life Science Insights is seeking a Research Director of CRO Research to manage and coordinate the development of a new research practice. The Research Director will be responsible for driving and implementing new research products and schedules. Consulting responsibilities will include identifying opportunities, assisting in developing proposals, and assisting in closing consulting sales. Financial responsibilities include participation in the establishment of revenue and expense goals and preparation for monthly P&L review meeting with Finance department. In addition, the individual will directly supervise the work of others, as well as participate in the recruitment, training, review of work and performance evaluation of staff. This individual will report to the Vice President of Research. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Editor/Executive Editor (MAC)

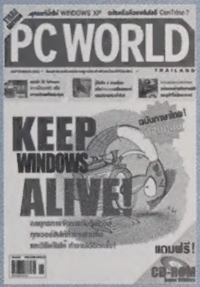
Macworld seeks an Editor or Executive Editor to manage all editorial aspects of the monthly print magazine. Duties include providing editorial leadership and making important coverage decisions; managing three Senior Editors and our Lab Director; contributing to the magazine as a writer and editor; meeting with vendors as needed; and working with the magazine's Art Director and Managing Editor to run the magazine smoothly. This position reports directly to the magazine's Editor in Chief and will work closely with the Editor in Chief to set the editorial direction of the magazine. Qualified Candidates will have several years' experience as managers in senior editorial positions covering the computer industry. Knowledge of Apple and the Mac is strongly preferred. Experience in print magazines is preferred. Candidates should be accomplished editors and writers. Send a brief cover letter and resume in the body of your **e-mail to jsnell@macworld.com**. ***Location: San Francisco - CA***

Sales Manager (NWI)

Network World, is seeking a dynamic and innovative sales manager to lead our successful product-classified advertising sales team. Your goal will be to create new print, online and event programs for a specific group of customers while exceeding projected revenue goals and motivating an existing inside sales team. The ideal candidate will demonstrate the ability to work in a collaborative but extremely fast-paced environment. Excellent leadership, communications and organizational skills required. Prior sales success with a minimum of two years inside sales management experience is desirable. Familiarity with high tech industry, and publishing knowledge a plus. ***Location: Southborough – MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

PC World Thailand gaining on competitors


PC WORLD
WINDOWS XP
KEEP WINDOWS ALIVE!
CD-ROM

Launched last September, *PC World Thailand* is quickly gaining ground on No. 1 *Chip*. Last month the SE-ED bookstore survey ranked *PC World* the No. 3 best-selling IT magazine in Thailand. *PC Magazine* has fallen out of the top 10.

Published by a 12-person staff separate from *CW Thailand*, *PC World* has a circulation of 50,000. Seventy-percent of its circulation is via the newsstand, with 20% paid subscriptions and 10% free.

CW Thailand

continued from page 1

(L-R): The Aspirers Group General Manager ***Prateep Yongkhet****, PCW Thailand's* ***Kittipong Tansuwan,*** *Mr.Kathawut of PAG and IPS Licensing Manager* ***Jean Gasbarro*** *at the ComWorld event.*

country's leading companies," said *CW Thai* Editor **Napapon Jaidee**. "Since we have a team of very experienced editors, many of whom came from *eWeek*, vendors and corporate users are pleased to support our title and give inside information to them rather than to other publications. This is another reason that our editorial will be distinctive, updated and exclusive so that readers will not miss any important issues in *Computerworld*."

Computerworld Thailand is IDG's second effort to license the product line in Bangkok. Its previous partner, which had published the English-language *Thai Computerworld* as a tabloid since the 1990s, ceased publishing more than a year ago due to economic difficulties.

The *CW Thai* Web site is due to launch in July.

Napapon Jaidee at napapon@asianet.co.th. WU

Thai IT Market at-a-glance

IDC opened a wholly owned market research office in Bangkok late last year. Country Manager **Jason Caddies** leads the nine-person staff and provided this overview:

- Thailand is emerging as one of the most exciting IT markets in the Asia/Pacific region. IT spending reached US $1.95 billion in 2003 and is slated to grow to more than $2.2 billion in 2004, a year-on-year growth rate of almost 12%.

BURMA
www.theodora.com/maps
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Chiang Mai
Udon Thani
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Khon Kaen
THAILAND
Khorat Plateau
Nakhon Sawan
Nakhon Ratchasima
Ubon Ratchathani
BANGKOK
Andaman Sea
Laem Chabang
Si Racha
Sattahip
CAMBODIA
Mekong
Gulf of Thailand
VIETNAM
Surat Thani
Phuket
Songkhla
Hat Yai
Pattani
MALAYSIA
www.theodora.com/maps

- Software and services are growing faster than the industry average but spending on hardware remains slightly more than 70% of the Thai IT market, with the PC segment representing more than half of this total.

- Total PC shipments in 2003 totaled 1.1 million units, a 45% increase from the previous year. Rising demand was attributed mainly to the introduction of the ICT Ministry's low-priced PCs and the resulting price competition for entry-level machines.

- The mobile communications service market represents 56% of total spending in the telecommunications sector. Increased opportunities for mobile data services, such as Multimedia Message Service, will begin to rise significantly this year.

Coming up

Brazil Linux and Operating Systems Adoption Conference
May 4
American Chamber of Commerce
São Paulo, Brazil
www.idc.com

Storage Networking World China
May 12-13
Beijing China World Hotel
www.snwchina.com/index-e.htm

Legal and Regulatory Compliance in Information Management Forum
(Sponsored by IDC and Kahn Consulting)
May 19
Fairmont Hotel
San Jose, Calif.
www.idc.com/compliancewest04

Storage Networking World China
May 18-19
Grand Hyatt Shanghai
www.snwchina.com/index-e.htm

Mobile and Wireless World
A Computerworld event
May 24-27
JW Marriott Desert Spring Resort
Palm Springs, Calif.
www.mwwusa.com/

Mexico Business Wireless 2004
May 27
www.idc.com

Digital World 2004/CompuNet 2004
July 7-10
INTEX Shanghai

Business Intelligence Conference
June 22
American Chamber of Commerce
São Paulo, Brazil
www.idc.com

noteworthy people

Dodge

IDG WORLD UPDATE

States

IDG WORLD UPDATE

Hyman

Sweet

Veechai

ERIC CORMIER

Normandeau

Promotions

Bio-IT World Executive Editor, IT **John Dodge** has been named editor-in-chief of *Health-IT World*, the company's monthly digital magazine, and *Health-IT World News*, a bi-weekly e-newsletter. Dodge was a member of the *Bio-IT World* launch team in early 2002 and has played a pivotal role in the content development of the magazine, said *Bio-IT World* Editor-in-chief **Kevin Davies.** "We couldn't wish to find a more gifted or experienced chief editor for *Health-IT World* than John," Davies said. "His insatiable appetite for hard news, profound knowledge for evaluating IT trends and innovation, and scrupulous editorial principles make him the ideal choice to spearhead these ground-breaking publications in the booming healthcare industry." Prior to joining Bio-IT World, Inc., Dodge spent nearly 20 years at Ziff Davis in editorial and management positions, where he served as editor-at-large at *eWeek* and vice president of news for Ziff Davis. He has also been honored five times by *Technology Marketing* as one of the 25 most influential computer technology journalists in the country.
john_dodge@bio-itworld.com

Capel States, *Bio-IT World* VP of Eastern regional sales, adds associate publisher to his business card. "For his ongoing active participation in the creation of many new revenue-producing ideas Capel will join us as a formal member of the Bio-IT World, Inc. management team," said **Alan Bergstein**, Bio-IT World president and publisher. "We will make good use of his 22-year experience in sales and advertising to continue to create product that can and will be sponsored by the market."
capel_states@bio-itworld.com

Bio-ITWorld VP, Advertising **Jeffrey Hyman** now also takes on the role of sales manager. "This is in recognition of Jeffrey's productivity, work ethic and unofficial mentorship," said President & Publisher Alan Bergstein.
jeffrey_hyman@bio-itworld.com

New employees

Kristina Sweet is the CIO Executive Council's new program manager. She spent nine years at CMP Media in a variety of sales and sales management positions, including account executive, account director, regional manager in CMP's Business Technology Group. Prior to joining CXO Media, she was regional sales manager for Hannover Fairs, selling its annual enterprise B2B tradeshow event, CeBIT America. Away from the office she enjoys, downhill skiing, golf, cooking and adventure travel.
ksweet@cio.com

CXO Media has hired **Daniel Robinson** as a copy editor for *CIO* and *CSO* magazines. He comes from MIT Press where he was an editorial intern and copy edited and proofread scholarly works. He holds an M.F.A. in creative writing from Boston's Emerson College and enjoys reading, writing and billiards.
drobinson@cxo.com

Ben Veechai is now *InfoWorld*'s marketing coordinator, moving from IDG Global Solutions, where he worked as an international markets research intern. A graduate of Boston University's School of Management, he has also interned with TJX Companies Inc. in Fra-mingham, Mass., as a systems analyst and worked on several high-level Web projects for application development. An avid snow-boarder, he also enjoys weightlifting, running, yoga and cooking. ("My nickname in college was 'Iron Chef;' my parents owned a chain of five restaurants in Massachusetts where I have always worked part time since I was 10.")
ben_veechai@infoworld.com

Returning employees

Previously a regional director with America Online's Network Sales and Solutions group, **Kevin Normandeau** returns to IDG as *Network World*'s VP, Online. Before leaving for AOL he was national sales manager with IDG List Services and has also worked for *PC World* as senior account manager. He graduated from Boston's Northeastern University with a B.S. in business administration and enjoys downhill skiing, golf and playing baseball and soccer with his two sons.
knormandeau@nww.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG Hungary publisher earns award

IDG Hungary Publisher ***József Szigetvári*** *(left) accepts the award for Young IT Manager of the Year/2003" from Minister of Informatics and Communications Kálmán Kovács. The prize is given annually by the Association of IT Companies to the manager who has made the greatest effort that year to promote the development of IT in Hungary. It was the first time anyone from an IT publishing company had ever won the award; previous recipients were all from IT companies. Szigetvári joined IDG Hungary in 2001 and serves as publisher for all of IDG Hungary's titles: Computerworld-Számítástechnika, PC World, GameStar, DIGITART and the online Bio-IT World.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Penny Winn *IDG World Update*

19
Libby Levinson *IDG World Expo*
Robert Kanes *PC World*

12
Frank Savell *IT Careers*

9
Kim Giovanni *CXO Media*

7
Michelle Fuller *Computerworld*

6
Sean Lavey *IDC*
Roz Burke *CXO Media*
Henrik Almén *IDG Sweden*

5
Rayna Meleedy *Computerworld*
iana Hermes *IDG*
Jennifer Malkasian *IDG List Services*
Peter Short *IDC*
Brian Wood *Network World*

4
Eva Calo *IDG Spain*
Rafael Sosa *PC World*
Heidi Tanakatsubo *PC World*
Lisa Esseen *IDG Sweden*

3
Scott Ellison *IDC*
Vanessa Brown *IDC U.K.*

2
Kevin Brodie *IDC*
Lina Wang *IDG Singapore*
Simon Borin *IDG Sweden*

1
Lisa Parker *IDG Global Solutions/EMEA*
Emil Olsson *IDG Sweden*
Rune Gyldenlove *IDG Sweden*
Emilia Kax-Axelsson *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

These InfoWorld covers illustrate the publication's current format as a reviews-driven glossy magazine.

point type on the cover screaming "Thinner Thighs in 30 Days" (our readers are sophisticated professionals with a low tolerance for hype), and we eschew those giant head shots of famous and not-so-famous folks (our focus, again, is technology, not people). But we strive to be engaging, provocative, sometimes witty, and, or course, clear. Our readers' desktops are littered with competing publications, so our covers have to stand out from the crowd.

***Q* What keeps you up at night?**

A Our current success relies on taking the road less traveled, so I always keep an eye out for copycats. Given our product focus, I also worry that as hardware and software keep moving into vertical markets, we may find ourselves competing with more specialized titles. But to be honest, I sleep pretty well these days. *InfoWorld* is a high-tech magazine that operates much like a high-tech company. That means we're quick to innovate, quick to anticipate, and quick to respond to challenges. As long as we hold to those operating principles, we can execute better and evolve faster than the competition. WU

Journalist post available Down Under

Computerworld Australia seeks a full-time journalist with flair for news, working knowledge of IT and ability to write to deadline. Minimum two years IT journalism experience preferred. Ability to write fast, clean copy mandatory. Located in Sydney. Send applications to the editor, **Sandra Rossi**, at sandra_rossi@idg.com.au or call +61-2-9901-0709.

Marketplace classifieds

The Marketplace section of IDG World Update Online (www.idgworldupdate.com) is a do-it-yourself classified ad section for employees worldwide. Among the current postings (go online for more details):

Kauai condo
Full kitchen, cable TV, washer & dryer onsite, swimming pool and BBQ area. Sleeps four. Rates from $125.00 - $160.00 per night. Look for our specials. Contact Angela Norton at anorton@nww.com or visit www.KauaiSeaLodgeCondos.com.

Roommate needed, Somerville, Mass.
Join three young professionals in sunny, clean house in a quiet neighborhood near Porter/Davis/Harvard Squares. Contact Barry Mason at bmason@idc.com.

Museum of Science passes available

As a corporate member of the Museum of Science in Boston, IDG has a limited number of exhibit hall passes for employee use. The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

Anyone from the Boston area or those planning to visit may contact the *IDG World Update* editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive. The passes are good through September.

Framingham rail-trail clean up

The Framingham section of the Cochichuate Rail Trail, part of which runs on Speen Street and Old Connecticut Path near several IDG offices, is currently under development. The public is invited to assist with the spring clean-up of the trail on May 1 (rain date May 2) from 9 a.m. to 3 p.m. Go to www.crtrail.org for more details. The group also seeks volunteers who wish to attend committee meetings or support the trail by donating a skill or service.

celebrating 10!

Name
Stephanie Faucher

Home
West Brookfield, Mass.

Joined IDG
July 1992 as a Graphics Specialist

Current job
Design Director. Basically, I make sure *Computerworld* looks the best that it possibly can. On a weekly basis, the design staff (myself included) reads through all of the upcoming stories and works with the editors and writers to come up with the best ways to present them. We create the layouts, hire photographers and illustrators, and then take all of the information we are given and piece it all together on the pages. I always try to make sure that along with being visually interesting, *Computerworld* is an easy and intuitive read.

Best part of your job
Coming up with new and better ways to present the same types of information That's also the most challenging part of my job!

Best way someone could compliment you on your work:
"Wow, I thought that was a very attention-grabbing layout, cover, diagram, etc. – *and* it was all very easy to understand."

Best piece of advice you've ever received?
"Always tell the truth – it's easier to keep track of!"

Person from whom you've learned the most about leadership?
Tom Monahan, Computerworld's online and design director. Tom was my manager for many years and has been a great mentor and friend. I was such a young kid when I started out; his leadership has helped me in a multitude of ways over the years. His patience, encouragement, honesty, humility, and dedication to excellence are just a few of the qualities I have tried to learn from and use in my own leadership role.

Interests
Renovating my old Victorian house, gardening, painting, and spending time with my family.

Family
Ralph (soon-to-be spouse), Benjamin (age 9), Samuel (age 6) and two stepdaughters, Alexa (age 13) and Talia (age 8).

What accomplishment at work are you most proud of?
The last redesign we accomplished in-house; I think it's our best so far.

THE RITZ-CARLTON

Computerworld's ***Stephanie Faucher*** *(r) joined IDG Chairman* ***Pat McGovern*** *at Boston's Ritz-Carlton to celebrate her 10 years of service.*

What skill do you wish you had that you don't have?
Public speaking.

What disc is in your CD player right now?
Sting's *Sacred Love*

What book is on your nightstand?
It's actually an audio book in my car — *The Diaries of Adam and Eve* by Mark Twain.

Favorite movie
That's a tough one. It would have to be *The Lord of the Rings Trilogy* – all three, I can't choose.

If you won the lottery tomorrow, you would:
Not tell anyone!

Manager's Profile
"Stephanie is a most unusual design director in that she's part editor, as well. She reads *Computerworld* stories, understands the issues we're writing about, and asks very perceptive editorial questions. The news and feature editors love working with her because she's not only a creative force in her own right, but is always open to working with (and usually improving upon!) their ideas. Stephanie's influence on the reader-friendly look and feel of *Computerworld* has won numerous design awards for us over the years. We're very lucky to have her!"

—Maryfran Johnson, editor-in-chief, Computerworld

Sign up for your World Update PDF

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Zoltan Telek *IDG Hungary*
Gigi Wang *IDC*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG World Update

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WWW.IDGWORLDUPDATE.COM

CXO Media professional group plans activist role

Council will work to effect change within industry, academic, government groups

CXO Media broke new ground last week with the launch of the CIO Executive Council, a professional organization for chief information officers that not only serves to facilitate peer-to-peer sharing of knowledge, concerns and ideas, but also provides a structure for those professionals to collectively pursue change within their organizations and within key industry, academic, media and government groups.

CIO Executive Council
The Professional Organization for CIOs

"Today's CIOs are under pressure to manage and leverage information technology to improve their company's performance and increase the bottom line," said **Mark Hall**, general manager of the CIO Executive Council and CIO of CXO Media. "They face innumerable challenges such as global outsourcing, security issues, compliance issues and issues related to recruiting, training and retaining employees. Until now, they lacked a day-to-day resource and community for facing these challenges. With the Council, they have a place to come together to both share knowledge and publicly voice opinions and influence positive change."

The Council launched with 140 members, each of whom must hold a CIO title or equivalent. Members pay an annual fee of $18,000 (adjusted for CIOs of non-profit organizations). Each member is provided with a dedicated program manager from CXO Media who serves as a liaison to the Council. Members are encouraged to lead or participate in the Council's initiatives and task forces. They also

continued on page 4

Swedish editors take part in innovative fellowship program

Two IDG Sweden employees are participating in a new fellowship program that seeks to create a community of "innovation journalists" — media professionals who cover the technical, business, legal and political aspects of emerging technologies and the way the resulting products and services are sold in the marketplace.

"Innovation Journalism should balance the sense of wonder about technology with why people should care."
-- Bob Buderi, editor-in-chief, Technology Review

Computer Sweden's ***Magnus Höij*** *(left) and Biotech Sweden's* ***Jan Sandred*** *participated in the first conference on innovation journalism last month at Stanford University in Palo Alto, Calif.*

Funded by the Swedish government, supported by several U.S. associations and administered through Stanford University's Center for Innovations in Learning (see sidebar, page 5), the Innovation Journalism research project enables Swedish journalists to harness the best of U.S. journalistic practices and return home better equipped to cover innovation in the news.

Biotech Sweden Founder and Editor **Jan Sandred** and *Computer Sweden* Features Editor **Magnus Höij** are among the six journalists selected. The fellows will work full-time for leading U.S. media companies during their six months with the program: Sandred with the *San Francisco Chronicle*, Höij with *Fast Company* in New York and the others at *Fortune*, *Technology Review*, *Business. 2.0* and *The Wall Street Journal*. They will also be required to write at least one academic paper exploring the application of innovation journalism concepts.

"Innovations based on scientific and technological advances have become major contributors to modern industrial economies," Sandred said. "The sys-

continued on page 5

in brief newsworthy

Hungary's *Computerworld* celebrates 35th anniversary

CW Számítástechnika marked its 35th year with a special 48-page edition that pulled in three times as many ads as a typical 28- to 32-page issue. The retrospective issue went to all readers last month, and clients also received a reprint of the 1969 inaugural publication. IDG Hungary ran celebratory ads in local newspapers and issued a press release for other print and online media outlets.

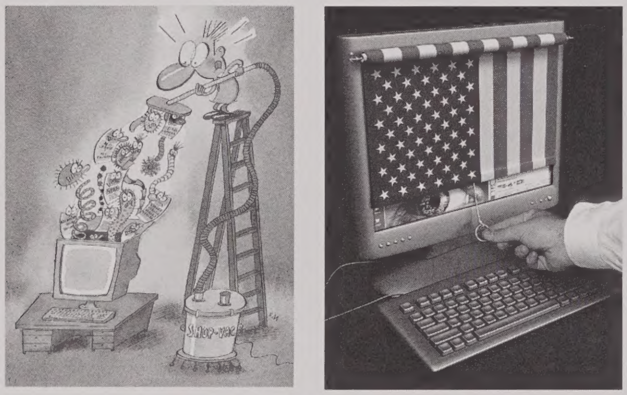
COMPUTERWORLD
SZÁMÍTÁSTECHNIKA
1969
2004

Computerworld-Számítástechnika is the oldest and most highly regarded IT publication in Hungary. It was first published in 1969 as a monthly magazine by the Statistics Publishing Company. IDG Hungary took over the publication in 1986, changed it to a weekly newspaper and added "Computerworld" to the title.

IDG Hungary has a staff of 70 and also produces *PC World*, *GameStar*, *DIGITART* and the online-only *Bio-IT World*.

Contact Marketing Manager ***Zoltan Telek*** *at sam@idg.hu.* WU

PC World takes home more awards



These two illustrations earned top honors in the annual Maggie Awards.

On the heels of its win for Best Online Site in the recent Neal Awards, *PC World* last month scooped up an additional four honors. The publication took home three wins from the Western Publications Association earning Maggie Awards for Best Single Editorial Illustration/Consumer (Internet Fixes, April 2003), Best Single Editorial Photo/Illustration/Trade & Consumer (Great American Privacy Makeover, November 2003) and Best Online Newsletter (Mobile Computing). A total of 1,700 entries were received in this year's competition and *PC World* and PCWorld.com were finalists in 12 categories.

Additionally, PC World VP, Editor-in-chief **Harry McCracken** was named the recipient of the American Business Media's (ABM) Western Award for Editorial Courage and Integrity.

McCracken was quick to share the credit. "I'm proud to be recognized by the ABM with this award, but really, it's the entire editorial, art and PC World Test Center staffs that earned this," he said. "Their devotion to journalistic integrity is second to none; by fearlessly championing articles that take the side of technology buyers they strive not just to reveal problems but to help readers and site visitors avoid them." WU

GamePro Germany special issue focuses on integration

NEU! SONDERHEFT MIT DVD
GamePro
TECHNIK + ZUBEHÖR
Top 200: Das beste Zubehör
Surround-Sound für jede Konsole
Online mit DSL
MIT BEGLEIT-DVD

In a German gaming industry first, IDG Entertainment Verlag last month released the *GamePro Technik und Zubehoer* (*Technology and Accessories*), a special issue of original material that focuses on the integration of gaming consoles into the digital, networked living rooms.

Targeted at gamers ages 20 and up, the issue also offers more than 200 product recommendations, tips and techniques on using a gaming console as a DVD player, as well as finding and using the right Xbox, PlayStation2 and GameCube equipment and accessories.

The 132-page, 7.6 Euro (US$9) issue had a print run of 50,000 copies and will remain on newsstands for three months. "Initial reader feedback has been great," said *GamePro* Editor-in-chief **Gunnar Lott**.

Each comes with a DVD of integration set-up instructions, sound examples that help readers calibrate their equipment, and test patterns that show 'real' white and black to help adjust televisions' light/dark balance.

Among the issues addressed in *Technik und Zubehoer* are the following:

- Using the right cables to get the best picture from a gaming console.
- How to use surround-sound equipment with a console.
- Buying the right television set for a console.
- How to use a console with a projection television.

Lott said the tips and techniques in the issue will not be made available on the *GamePro Germany* site (www.gamepro.de).

Contact Gunnar Lott at glott@gamepro.de. WU

Among the members of the PC World art and editorial team responsible for the publication's most recent awards include (l-r): ***Andrew Brandt****, senior associate editor, Features;* ***Richard Baguley****, senior associate editor, Reviews;* ***Pierre Granier****, associate art director, Online;* ***Harry McCracken****, VP, editor-in-chief;* ***Denny Arar****, senior editor, News;* ***Michael Lasky****, senior editor, Here's How;* ***Tom Mainelli****, senior associate editor, News;* ***Laura Blackwell****, assistant editor;* ***Alexandra Krasne****, associate editor, Reviews.*

the interview

one on one

Evilee Thibeault
The CEO and publisher of Network World, Inc., is this week's columnist. Reach her at et@nww.com.

Q How did Network World handle the industry downturn?

A While much has been written about handling minor industry downturns, there is no official playbook for how to handle years two and three of a tech downturn. With no rules to follow, we listened to the market, followed our gut and kept only one eye on our competition. Early on it became clear that we could only cut our way so far to long-term profitability and growth. So while we tightly controlled expenses, and continue to do so, we put far more energy toward keeping the quality of our content and audiences high and generating incremental revenue. Fortunately, the content we produce continues to represent the hottest market in the worldwide economy.

We kept our feet on the street funded to conduct business and as a result, we were with customers when our competitors were not. Listening to our customers and understanding their challenges also helped us create a new profit stream via our Customer Access Group, and this group continues to exceed its revenue and profit goals year after year. As the economy settles back to its new reality, we continue to focus on revenue growth and cost containment as our two perennial favorites but we are also now focused on doing business even better: better processes, world-class customer service and true differential advantage worthy of premium pricing. As a result, we will continue to shift people and financial resources to the most profitable areas of growth.

Q What was the impact of some of the actions?

A Relative to our industry, we fared well through the downturn. We effectively shifted 35% of our revenue toward higher-profit programs in online and events. In events, we took on the IDG Executive Forum brands like DEMO and Vortex in the worst of times, and these events are performing well for us now. In online, we just keep trying different ways to bring buyers and sellers together, and our customers reward us with business when we get it right.

And while print market share is only one measure of success, we currently carry 56% of the three-book network market share compared to 38% in 1998 (the last normal year before boom and bust). But the best part is that our share increase also translates to real revenue as we currently run 104% of the pages we ran in 1998 compared to 49% for *Network Computing*. And since our yield is higher than our competitors, we also get to enjoy the ultimate prized stat of No. 1 in share in revenue. This increase in share among our direct competitors has also dramatically improved our position in the overall Enterprise IT marketplace as well.

Q What did you do to keep the NWI team motivated during those trying times?

A Communicate, communicate, communicate and then communicate some more. We have a company meeting each month and everything is shared including a full disclosure of our financials and other statistics. In the absence of communication there is confusion, speculation, chaos and noise — all of which wastes time and takes a team off its game at a time when we need to be more focused than ever. Selfishly speaking, those were some pretty trying years, and I needed to feel the support of our team as well and with full disclosure came trust and support.

Another consideration was a look at how we measure success at NWI. It is so tempting to measure success by performance to plan only and that can be demotivating when the world is economically challenged. Therefore, we decided to acknowledge and reward actions that make a difference overall, such as in customer service, so success could be rewarded and inspired even if there was not an immediate correlation to profitability.

There are many awards at NWI. Two that I present are our monthly Superstar awards, for which anyone on the staff may nominate another staff member directly to me, and the quarterly People's Choice award in which nominations are submitted for performance above and beyond and then voted on.

Q What does it mean to be a truly integrated media company?

A A truly integrated media company serves a core industry/marketplace with interested adjacent audiences and competes for the time of those individuals by providing the very best content possible. The content is packaged in the widest variety of distribution options available today, and the consumer pays for that information by credit card or by giving us information through registration. If done correctly, relevant quality content generates revenue and/or comprehensive demographic and buying data on a targeted consumer of that content. This makes the consumer of that information attractive to vendors who want their messages displayed in a variety of media surrounded by credible, authoritative content for the audience to consume. Recently an agency referred to us as a "platform-agnostic content community." Now that's a beautiful thing!

> *"Recently an agency referred to us as a 'platform-agnostic content community.' Now that's a beautiful thing!"*

What keeps you up at night?

I tend to sleep pretty well but when I'm up at night it is usually related to the happiness and health of those I know and love. From a business perspective, industry uncertainty resulting in an inability to accurately predict business results has been known to cause me some tossing and turning as well. There is tons of truth to the popular prayer referencing the serenity to accept things that cannot be changed, the courage to change things that must be changed and the wisdom to know the difference. And then there is managing that darn Outlook inbox!

CIO Executive Council

continued from page 1

have access to a commercial-free members-only Web site, which includes a progressive online forum for dialogue and a secured database directory of Council members and staff. Members may also share and download reports, case studies and research, send secure personal messages to one another and register for upcoming Council and CXO Media conferences.

Recruitment for the Council is ongoing, and Hall said the short-term goal is to reach 300 to 400 members. "As we develop the Council program, it's important that we remain focused on initiatives and stay lean enough to deliver value to each member," Hall said. "It's too early to know what the ultimate 'right' size of this organization should be, but clearly, as an organization that needs to be representative of the larger body of CIOs in both the private and public sectors, we fully anticipate a healthy membership."

ANDREA SLOBOGAN

Members of CXO Media's CIO Executive Council team include: (front row, l-r): ***Bill Golden****, program manager;* ***Stacy Sudan****, program manager. Second row, l-r:* ***Jennifer Riley****, program manager;* ***Mark Hall,*** *general manager;* ***Kristina Sweet****, program manager;* ***Martha Heller,*** *director;* ***Lisa Byron****, operations assistant. Third row, l-r:* ***Karen Fogerty****, director of external relations;* ***Walter Manninen****, president;* ***David Parker,*** *program manager. Fourth row, l-r:* ***Greg Szumowski,*** *program manager;* ***Steve Rovniak****, program manager;* ***Mindy Hogan,*** *program manager.*

> *"Few [associations] have the fiscal resources or manpower to make the sort of impact our Council members want to make."*
>
> *– Mark Hall*

The CIO Executive Council is an outgrowth of the CIO Best Practice Exchange, a commercial-free members-only online environment where CIOs could exchange ideas and voice concerns that was launched in April 2001. "The Council's mission is to provide a forum for taking these ideas and concerns and acting upon them to effect long and lasting change within the industry, government and education," said **Martha Heller**, director of the CIO Executive Council and former director of the Exchange.

Hall, who is responsible for the strategic direction of the organization, and Heller, who handles content development, service and recruitment, are supported by a Council Board of Advisors comprising top technology executives from organizations including the American Red Cross, DuPont, the Federal Trade Commission and Citizens Bank, among others. In addition, a number of CXO Media staff have taken on support roles for the Council including **Karen Fogerty** who serves as the group's Director of External Relations, and eight program managers dedicated to recruiting members and facilitating their involvement in the Council.

The Board of Advisors plays a crucial role in shaping the Council's development and strategy, according to Hall. "These individuals have been an invaluable resource in honing the Council's vision, voting on governance structure and outlining goals and areas of focus," he said. Board members serve as active members of the Council and hold one- to two-year terms to ensure an overlap of leadership.

Based on input from the board and the current pool of 140 members, the Council's preliminary task force committees will focus on:

- IT Leadership and Governance
- IT Workforce
- Technology Strategy and Transformation
- Vendor Relations

The Council recently convened to determine action items for each task force and staff at CXO Media are currently working with the various leadership teams to develop action plans to carry out the Council's goals, Hall said.

"There are many trade associations, nonprofit organizations and lobbying groups that attempt to achieve components of the CIO Executive Council's mission," said Hall. "Some are geared to peer-knowledge exchange and some are geared to outreach initiatives but none cover both ends of the spectrum and few, particularly the nonprofit organizations, have the fiscal resources or manpower to make the sort of impact our Council members want to make."

For more information contact Mark Hall at mhall@cxo.com or Martha Heller at mheller@cxo.com. WU

IDG

May 3, 2004

Project Manager (CXO)
CXO Media Inc. is seeking a Project Manager to join its Custom Publishing team. This individual will be accountable for managing client relations, publication production, operations and project administration for custom supplements, magazines and websites. The ideal candidate will possess 5-7 years work experience in marketing, magazine publishing or an advertising agency. The candidate must be able to multi-task in a fast paced environment and be detail oriented. Strong communication and customer service skills are essential.
Location: Framingham – MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Associate Editor (GMG)
IDG Entertainment is looking for an Associate Editor to join its Editorial team. Candidates should have a thorough knowledge of video gaming and the entertainment industry; 2 years of magazine writing and editing experience; strong oral communication skills; the ability to produce polished, hard-hitting copy for a consumer audience; the ability to work rapidly, accurately, and on deadline under pressure; be proficient in MS Office; and have a working knowledge of MS Excel and Adobe Photoshop. ***Location: Oakland – CA***
Contact: L. Hess, Fax: 510 –768-2705, Email: jobs@gamepro.com

Compensation/HR Analyst (IDG)
Reporting to the director of compensation, this position combines research, analysis, administration and project work essential to IDG's compensation plans and HR programs. Main responsibilities include: compensation survey participation, research, analysis, and the administration of salary programs; maintenance of job descriptions, classifications, tables, data and files; compliance and reporting; administration of U.S. and international exec compensation plans; and training/general HR support for the employee survey and ad hoc analytical projects. If you have strong quantitative, analytical and people skills, an eye for detail, a gift for organization, and enjoy working independently to meet project deliverables and deadlines, we want to hear from you. The successful candidate will have an undergrad degree (or equivalent) and a minimum of one year of business experience, preferably in compensation. Candidates should be adept at Excel and Word, demonstrate professionalism in managing highly confidential information, and possess superior communications skills. Pluses include prior PeopleSoft experience (data entry, queries and reporting) and CCP certification. ***Location: Framingham - MA***
Contact: A. Fortier, Fax: 508-935-4600, Email: Afjobs@idg.com

Project Manager (NWI)
Network World has an excellent opportunity for a highly organized and customer focused Project Manager to join our growing Custom Group. In this position, you will work closely with our sales team, production team and clients, to plan and implement custom print and online media programs. The ideal candidate will have at least 2 years experience with interactive online media; web based ad delivery and tracking, and managing and evaluating multi-media campaigns. Candidates will be detail oriented, possess strong analytical skills, and have outstanding project management, organizational, communication, and customer service skills. Prior experience, working with project teams, or in sales and marketing a plus. Proficiency using MS Excel, and various database applications required.
Location: Southborough - MA
Contact : E. Cormier Email: hotjobs@nww.com

Ad Traffic Coordinator (NWI)
Network World is seeking an Ad Traffic Coordinator to manage print advertising functions between prospective and current advertisers, Network World sales representatives and the billing department, to ensure proper delivery of advertising campaigns within the publication. The Ad Traffic Coordinator will maintain accurate sales records provide reports to management, prepare and process ad materials for shipment to the printer. Candidates must possess strong organizational skills, an acute attention to detail, the ability to work within set deadlines, and be able to multitask. A solid understanding of both MAC and PC operating systems in a pre-press environment and familiarity with Illustrator, Quark, Adobe Acrobat, Photoshop and Pitstop are required.
Location: Southborough MA
Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Covering emerging technologies prompts new questions

IDG News Service San Francisco Bureau Chief **James Niccolai** went to the innovation journalism conference and said it prompted him to think more about how to best cover emerging technologies. He said that means remembering to address questions such as:

- What does the technology do/how does it work?
- What are the business implications of this new technology?
- What's the market like for this type of technology? Are there a lot of competitors? Are there alternative technologies that do the same thing? Is it likely to take off?
- What is the potential social impact of this technology? What are the risks in terms of privacy, health, etc?
- Are there any other potential unexpected consequences of this technology?

Fellowship program will be expanded

The Innovation Jounalism program will be expanded to include participants from Finland and possibly Denmark and the U.K.; new fellows will be selected by the end of 2004.

Fellowship applications for next year's program will be available at www.vinnova.se and www.tekes.fi. For updates on Danish or British applications or for general program information contact Project Leader David Nordfors at nordfors@stanford.edu.

The Innovation Journalism research project was set up by the Swedish Agency for Innovation Systems (known as VINNOVA), in collaboration with the Swedish Foundation for Strategic Research, the U.S. Council on Competitiveness and Professors Network (www.profnet.com). It is also supported by the Royal Swedish Academy of Sciences and the U.S. National Science and Technology Council.

Innovation Journalism

continued from page 1

tem that supports innovation has emerged as an important national asset. A successful innovation system depends on the interaction and shared knowledge between different professions such as engineers, business executives, academics, lawyers and politicians."

BiotechSweden
KLINISKT CENTER FOKUSERAR PÅ
LÄKEMEDEL FÖR BARN

ComputerSweden
IT-avdelningen håller greppet
Microsoft täpper till

Sandred pointed out that the media creates the shared knowledge between these various parties, since they're all gaining much of their understanding about new technologies by what is said in the news. "As a result, the journalists' level of understanding about innovation plays a very important role. By enhancing the public debate through better common knowledge and understanding of innovation issues, innovation journalism contributes to societal change," he said. "The Innovation Journalism program's aim is to get a better understanding of the role of media in this system and to examine and develop tools and methods to cover this area."

One step toward promoting the concept of innovation journalism was a three-day conference on the subject, which was held last month at Stanford University. Participants represented well-established media institutions including *The Wall Street Journal*, *Science*, *Fortune* and CBS-TV and NBC-TV exchanged ideas, experiences and best practices.

"Innovation Journalism should balance the sense of wonder about technology with why people should care," said *Technology Review* Editor-in-chief Bob Buderi in his keynote address. "This means covering the impact on business, society and people's personal lives."

Sandred talked about "The Business Model of Innovation Journalism," using *Biotech Sweden* as the prime example. In 2001, Sandred identified a business opportunity for a magazine covering the Swedish biotechnology market. Although the concept of innovation journalism didn't exist at the time, the magazine was modeled along those lines. *Biotech Sweden* became a commercial and editorial success and is today Sweden's largest biotech publication, "thus proving the commercial validity of the innovation journalism concept," Sandred said.

Höij spoke on "Components of Innovation Journalism." He said the technology and the market are the main components that need to be addressed. However, the journalist has to be – among other things – knowledgeable about the industry, the people, and the marketing surrounding the innovation. These components contribute to a better understanding of the commercialization of innovation.

Papers from the Conference on Innovation Journalism are at www.innovationjournalism.org. WU

Six months abroad

As part of the Innovation Journalism fellowship, *Biotech Sweden* Editor **Jan Sandred** began a six-month tenure as a business reporter for the *San Francisco Chronicle* in January, while *Computer Sweden* Features Editor **Magnus Höij** starts working as a journalist for *Fast Company* in June. Both plan to return to IDG Sweden after their fellowships.

Sandred covers the commercialization of emerging technologies at the *Chronicle*; a feature on VoIP was one of his recent efforts. He's also doing some freelancing for *Biotech Sweden* and promoting an upcoming IDG Sweden product, the *Scandinavian Biobusiness Report*. The English-language newsletter is aimed at venture capitalists and other investors in the U.S. and will launch next month in San Francisco at the Bio 2004 event.

Gaining more knowledge that will help him make *Biotech Sweden* a better product is Sandred's main goal for the fellowship. "Now I understand American journalism, which I think is the best in the world, and how the U.S. media works, especially regarding high-tech markets like biotechnology."

Sandred's two children, ages 9 and 11, are loving their time in the U.S. "Their English is virtually exploding," he said.

Höij joined IDG Sweden in 1996 and as a reporter and managing editor at *Corporate Computing*. When that merged with *Computer Sweden* he took on responsibilities for features, the editorial calendar and the title's breakfast series.

During his tenure at *Fast Company* in New York City, Höij said he expects to learn about the publication's editorial process, specifically how new ideas come up and how they are transformed into articles. Experiencing the way magazines and newspapers work, particularly in the U.S., is a great opportunity, he noted, and he's looking forward to sharing the experience with his IDG colleagues. "Even if we don't have the same economies of scale, we can surely work smarter and find better sources," he said. While he feels *Computer Sweden* practices innovation journalism already, learning more about appropriate tools and methodologies will be helpful. "*Fast Company* is really focused on innovation, and that makes it very exciting," Höij said.

Write to jsandred@sfchronicle.com or magnus.hoij@idg.se.

noteworthy people

ERIC CORMIER

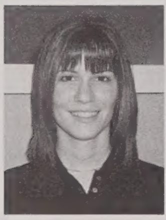
Bortone

ERIC CORMIER

Kroon

LESLIE BACHAND

Wu


ERIC CORMIER

DiPerna

LESLIE BACHAND

Hedin

Promotions

Network World Chief Operating Officer **Mike Draper** recently promoted Senior Network Manager **Rocco Bortone** to director of network IT and Software Engineer **Tom Kroon** to director of Systems Development. "Tom's and Rocco's commitment to excellence has been remarkable," Draper said. "They have been relentless in bringing new products and services to market as well as implementing systems and processes to improve our operations. Rocco's new department will be responsible for Network Services, overseeing support for our business systems, as well as managing engagements where Network World provides tech support to other IDG business units. Tom's new department will be responsible for the design and development of all new business applications as well as overseeing our database technology team and system/workflow analytical services." *rbortone@nww.com, tkroon@nww.com*

New employees

IDG World Expo's new manager, business development, is **Michelle Hartley Jackson**. Previously director of business development at early-stage software company mValent, she is now charged with developing new products, extending existing brands and validating acquisitions for IDG World Expo. She earned a B.S.B.A. in decision science from the University of Denver and enjoys sailing, skiing, hiking and cooking. *michelle_hartley@idg.com*

Lewis Ward joins IDC Framingham as a senior research analyst, wireless, coming from Collaborative Strategies LLC where he held a similar title, as well as that of director of publications. He earned a B.A. in English from the University of California/Berkeley and enjoys fiction writing and traveling. *lward@idc.com*

Jie Wu is IDC Framingham's new senior research analyst in the Workstations and High-Performance Computing division. Currently an M.B.A. candidate at Babson College, she also holds an M.S. in applied mathematics from the University of Vermont. She likes "any outdoor activities, like hiking, running, tennis, and going to the beach, as well as jazz and rock concerts." *jwu@idc.com*

Previously a sales and marketing assistant with Biopure Corp., **Jackie DiPerna** is now an event coordinator with Network World. She holds a B.S. in communications from Boston's Northeastern University and is currently enrolled in the school's Meeting/Event Management Certificate Program. Away from her desk and textbooks, she enjoys tennis, following the Boston Red Sox, sorority convention meeting planning, and volunteering from Meeting Professionals International. *jdiperna@nww.com*

Previously a membership representative with Crunch Fitness, **Victoria Gonzalez** joins *Network World*'s Oakland, Calif., sales office as a sales assistant. Certified in CPR training and a disaster management instructor, she attended Oakland's Laney College. An avid reader, she enjoys aromatherapy, herbology, yoga, kickboxing, and snowboarding. *vgonzalez@nww.com*

Senior Account Executive **Michael Fletcher** comes to IDC's Life Science Insights division from his role as senior account manager at World Markets Research Centre. He graduated from the University of New Hampshire with a B.S. in business administration and enjoys travel and boating. *mfletcher@idc.com*

Returning employees

Marianne Hedin returns to IDC Framingham as a program manager in the Worldwide Services program, a title she also held with IDC's Consulting Services Research program before she left to be strategy consultant with Clarkston Consulting and Computer Sciences Corp. She holds a Ph.D. in sociology from Tufts University in Medford, Mass., and enjoys skiing, photography and landscape and garden design — recently redesigning a friend's backyard from scratch. *mhedin@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

EXPO Magazine honors World Expo

IDG World Expo was profiled as a "great place to work" in the March issue of *EXPO Magazine*. The magazine, along with the Society of Independent Show Organizers, surveyed many of the most well-known U.S. show management companies regarding their hiring practices, promotion opportunities, salaries, benefits and perks.

HR Manager **Alana Jones**, who provided most of the background information for the survey, said the magazine's staff was impressed by the quality of World Expo's benefits package as well as its effort to encourage communication between departments.

When World Expo President **David Korse** came on board last June, improving communications was one of his top priorities. The staff instituted the Friday mixer, held weekly at 4 p.m. for employees to give informal updates on their departmental projects, recognize their peers for jobs well done and literally "mix it up" by socializing with colleagues who they might not work with regularly. Each department takes a turn providing light refreshments.

Korse also fosters an open door policy. Beginning in February World Expo began a breakfast series in which a group of seven or so employees could get to know Korse, and vice versa, on a more personal level, with no set agenda. The staff plans to do the breakfast series twice yearly.

These efforts, along with employee-initiated recgonition programs and flex-time, have resulted in another "great places" plaque joining the IDG's Fortune "Best Places" award hanging in World Expo's Framingham, Mass., lobby.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Mette Lautrup *IDG Denmark*

16

Joan Kelly *CXO Media*

15

Basilio Rodriguez *IDG Spain*

14

Svenja Mohn *IDG Germany*
Ruggero Vota *IDG Italy*

13

Mandie Johnson *Macworld U.K.*
Nilde Meregalli *IDG Italy*

12

York von Heimburg *IDG Germany*
Kimberly Brinson *PC World*
Rosa Guerinoni *IDG Italy*

11

Zdena Vratislavova *IDG Czech*

10

Maria Nieves Santana *IDG Spain*

9

Jeroen den Haan *IDG Netherlands*
Klaus Krabbe *IDG Denmark*
Wolfgang Böhler *IDG Switzerland*
Urs Flückiger *IDG Switzerland*

8

Art Jahnke *CXO Media*
David Fanning *Macworld U.K.*
Georges Pretat *IDG France*
Daniel de Blas *IDG Spain*
Cornelia Neft *IDG Germany*
Adam Jadczak *IDG Poland*

7

Jörg Langer *IDG Germany*
Jacek Dudzinski *IDG Poland*
Pär Rittsel *IDG Sweden*

6

Tanja van Bladeren *IDG Netherlands*
Joe Greene *IDG Canada*

5

Maria Zhang *IDG China*
Claire Labrousse *IDG France*
Jorge Luttgardes Magalhães *IDG Brazil*
Jesper Bille Haun *IDG Denmark*
Beena Streiter *IDG Germany*
Francesco Pignatelli *IDG Italy*
Jacek Osiadacz *IDG Poland*
Karin Willing *IDG Sweden*

4

Owen Edwards *CXO Media*
Andrew Mo *IDG Hong Kong*
Jim Galbraith *Mac Publishing*
Max Green *PC World*
Mae Lee *IDC Singapore*
Daniela Louise Braun *IDG Brazil*
Santiago Carro *IDG Spain*
Fernando Muñoz *IDG Spain*
Ana Maria Segura *IDG Spain*
Anne Marie d'Almeida *IDC France*
Annette Kniffler *IDG Germany*
Dagmar Schütze *IDG Germany*
Akira Honma *IDG Japan*
Masatoshi Ono *IDG Japan*
Rob Hailstone *IDC U.K.*
Monika Zdziarska *IDG Poland*
Mariusz Mierzejewski *IDG Poland*
Louise Ahlsson *IDG Sweden*
Fernando Garcia Zotano *IDG Sweden*
Mattias Johnson *IDG Sweden*
Sofia Jansson *IDG Sweden*

3

Woody Swarte *IDG Netherlands*
Merete Obæk *IDG Denmark*
Benedetta Schroth *IDG Germany*
Uwe Miethe *IDG Germany*
Esther Majoleth *IDG Switzerland*
John Dooly *IDC CEMA*
Takeya Tanno *IDG Japan*
Tomas Gilsa *IDG Sweden*
Cheryl Patfield *IT World Canada*

2

Derek Butcher *InfoWorld*
John Blau *IDG News Service*
Mascha Ringers *IDG Netherlands*
Lim Sue-Lin *IDC Malaysia*
Robert Vanglo *IDG Denmark*
Marek Marszycki *IDG Poland*
Marcin Gajewski *IDG Poland*

1

Ladislav Piprek *IDG Czech*
Florian Gügel *IDG Germany*
Heini Booysen *IDC CEMA*
Linda Grier *IDC U.K.*
Michal Gembicki *IDG Poland*
Per Torberger *IDG Sweden*
Nicole Andersson *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC offspring get a taste of the working life

JILL KURZONTKOWSKI

*IDC Director of Sales **Bill Casey** and his son Will are both dressed for success.*

IDC held its annual Take Your Children to Work Day in Framingham, Mass., last month, organizing a full slate of activities for 52 children ages 3 to 13.

Coordinated by HR/Education Coordinator **Jill Kurzontkowski**, the agenda included having their photos taken for IDC badges, learning the basics about conducting a survey (*Finding Nemo* and *Harry Potter* tied for favorite movie), exploring future careers (a caricature artist depicted children with their future occupation's work gear) and visiting their parents' workplace. The children received IDC T-shirts and enjoyed lunch with their parents as well as an outdoor make-your-own sundae party.

Read World Update the day it's printed

IDG employees can request IDG World Update in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

celebrating 10!

Name
Francis Mao

Home
Union City, Calif.

Joined IDG Entertainment
January, 1990, as Assistant Art Director.

Career path
Art Director (1990); Creative Director (1991); Director of Creative Services (1993); VP Editorial and Creative Services (1999); Senior VP Editorial and Creative Services (2001).

What job involves
As Senior VP Editorial and Creative Services I handle management of staff and budgets for editorial, design, and production teams for all IDG Entertainment publications (*GamePro*, *Code Vault*, *Gamestar*), online (GamePro.com), and special publications, as well as business and creative development for new ventures. I also manage the corporate IS department and contribute illustrations and editorial to our products as time allows.

Best part of your job
The people I work with are truly my second family, many of whom I've had the honor of sharing an office with for more than 10 years now.

Latest accomplishment
Work: Launching the first issue of *Gamestar* U.S. and helping to acquire the *Star Wars Insider* custom publishing license. (It's my *Star Wars* fanboy fantasy come true.) Outside work: Teaching my son how to ride his tricycle.

Career highlight(s):
Working on more than 190 consecutive issues of *GamePro*, launching the *GamePro Presents* action-figure line, and creating/designing my own Dr. Zombie (my *GamePro* pen name) action figure.

I joined IDG because
I entered an art contest in the first issue of *GamePro* magazine, and instead of winning the $100 first prize I was offered a job in the art department.

What's kept you at IDG for 10 years?
The people I work with and the pride and quality of the products we create.

Of what accomplishment at work are you most proud?
The low level of turnover in my departments and the high employee satisfaction level among my team. In light of the constant stress of production deadlines and business demands, it means so much to me that we have such a tight, caring team.

IDG Entertainment's ***Francis Mao*** *joined IDG Chairman* ***Pat McGovern*** *at San Francisco's Ritz-Carlton to celebrate his 10 years of service.*

Family
My wife Kelly and I have a son, Evan, 2 1/2.

Dream destination
A contestant on the next *Survivor* TV show.

Fantasy job
It's such a cliché, but I've already got it.

What others can't tell just by looking at me
I have Spider-Man boxers on.

Five people you'd invite to a dinner party?
A Mao reunion: My father and uncles who have passed away and the two grandfathers whom I never had the honor to meet.

Most difficult decision you ever had to make?
Quitting law school to work for *GamePro*.

If you won the lottery tomorrow, you would
Tell my mother to retire already!

If I could do one thing over
I'd tell my father how much he meant to me and that I loved him one more time.

Peer profile
"Francis has been a driving force behind the transformation of *GamePro* into IDG Entertainment. His creative vision has set the tone for the style and direction of the company, and it is his dedication and determination to make every publication, media property, or product from this division the best it can be for readers and customers alike that keeps the company moving forward. Francis brings his heart and soul to the office every day, too, and manages his staff with a combination of direction, decency and enthusiasm. That is why he is truly one of the most beloved people here."

— Wes Nihei, editor-in-chief, GamePro

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDC's Global Fellowship Program promotes knowledge sharing

IDC Framingham Senior Analyst, Mobile Devices, ***Alex Slawsby*** *(second from left), called his 2003 stint as a Global Fellow an "amazing experience." With him, (l-r) are: IDC Japan Account Manager* ***Kazuo Aida****, IDC Japan Analyst* ***Michito Kimura*** *and IDC Japan Managing Director* ***Masato Takeuchi.***

Now in its 10th year, IDC's Global Fellowship Program gives IDCers a chance to spend two weeks working on a project of their own proposal at an IDC office in another country, sharing their knowledge and expertise with local co-workers and clients, and learning about doing business in another culture.

This year the program had 42 applicants. IDC President & CEO **Kirk Campbell** and VP, Human Resources and Education, **Debbie Bernardi** chose 20 new Fellows, based on the proposed assignments, the benefits to the employee, to the office at which they would work, and to IDC as a whole.

"The Global Fellowship Progam is one of my favorite employee recognition and reward programs at IDC," Campbell said. "The program allows outstanding employees at IDC to share their knowl-

continued page 5

IDC's first Outsourcing Forum exceeds attendee goal

For its first Outsourcing Forum last month IDC's goal was to register 150 people. In the end, 207 attendees — largely VP-level executives in charge of evaluating and contributing to outsourcing plans — representing 101 companies came to New York City for the two-day conference on business process outsourcing (BPO).

IDC VP, Business Process Outsourcing Services **Katrina Menzigian** attributed the overflow audience to the current interest in the topic of business process outsourcing (see sidebar at left) and a great location.

"We also had a very compelling roster of speakers," Menzigian said, "including a mix of enterprise BPO decision makers and IDC speakers who offered broader context. We attracted a balanced mix of end users and vendors and provided them with agenda elements that allowed them to interact with each other and one on one with our own analysts."

IDC VP, Service Research **Traci Gere** opened the event with a talk on the challenge of creating a common understanding of BPO's corporate role and its relationship to other forms of outsourcing.

Menzigian spoke on the major decisions firms will have to make in selecting a BPO partner and attributes to look for that will result in successful long-term collaborations. Other speakers included executives from CIBC, CompuCredit Corp., Fifth Third Bancorp, Lab Morgan, neoIT, Scotiabank, Procter & Gamble, Deutsche Bank AG, and Swiss Re Life and Health.

Gere

"We were very pleased overall with the Outsourcing Forum," said Mary Rose Armstrong, IBM Analyst Relations. "IDC got the right audience there, got the right level of people, and had great content."

The next East Coast Outsourcing Forum will be April 18-20, 2005, in New York City; IDC will be holding a West Coast edition next year as well.

For more information contact IDC Marketing Director, U.S. Conference Group ***Dana Basilone*** *at dbasilone@idc.com.*

What's BPO?

Many companies looking to streamline their internal business processes are investigating business process outsourcing as a way to focus more on their core business functions while outside companies handle such functions as IT; benefits administration; finance and accounting; purchasing and procurement; customer relations; and human resources. (IDC Outsourcing Forum attendees ranked HR outsourcing as having the largest potential benefit for their organizations in the next three to five years.)

in brief newsworthy

March profit margin report

Each month, *IDG World Update* publishes the names of the most profitable publications in seven of IDG's global product lines. For a full list of the wholly owned publications in each category, view this article in IDG World Update Online at www.idgworldupdate.com. If you do not have a login and password for the site, which are the same as those used for IDG Central (http://idgcentral.com) you may request one online.

CW/IW publications
1. *China Computerworld*
2. *Computerwoche* (Germany)
3. *Computerworld Bulgaria*
4. *Australian Computerworld*
5. *Computerworld España* (Spain)

PC World publications
1. *Mikrodatorn* (Sweden)
2. *PC World Bulgaria*
3. *PC World Norge* (Norway)
4. *PC for Alla* (Sweden)
5. *Windows Server World* (Japan)

Macworld publications
1. *Macworld* U.K.
2. *MacWorld* (Sweden)
3. *Macwelt* (Germany)
4. *Macworld España*
5. *Macworld* (U.S.)

Networking publications
1. *Natverk & Kommunikation* (Sweden)
2. *China Network World*
3. *Networld* (Poland)
4. *Nettverk & Kommunikation* (Norway)
5. *Network World* (U.S.)

Reseller publications
1. *Computer Partner World* (China)
2. *Australian Reseller News*
3. *ComputerPartner* (Germany)
4. *Distributique* (France)
5. *IT-Bransjen* (Norway)

CIO publications
1. *CIO Japan*
2. *CEO & CIO* (China)
3. *CIO* (Australia)
4. *CIO* (U.S.)
5. *CIO* (New Zealand)

Games publications
1. *GameStar* (Germany)
2. *GamePro* (U.S.)
3. *GameStar* (Hungary)
4. *GamePro* (Germany)
5. *GameStar* (Czech Republic)

Four IDG properties named to *BtoB*'s Media Power 50 list

Four IDG properties were included in *BtoB* magazine's annual ranking of the top 50 business-to-business media venues, including a No. 8 spot for *CIO* magazine, the only technology magazine to be listed among the top 10 on the Media Power 50 list.

The accompanying article highlighted *CIO*'s strong commitment to editorial quality, which in turn attracts a strong audience of tech influencers and makes it an important vehicle for leading IT advertisers.

Also making this year's list were *Computerworld* ("remains a powerful, forward-looking brand even after 42 years in print); Network World Fusion ("the companion Web site to *Network World* is a destination for IT professionals"); and *PC World Weekly Brief* ("This e-mail newsletter reaches a broad base of business and technology influencers.")

In compiling their list, *BtoB* editors evaluated data including ad revenue and audience and interviewed some two dozen top media buyers, advertisers and industry analysts. A panel of editors and reporters chose the Media Power 50. To see the full list, visit www.btobonline.com.

IDG News Service database features biographies of leading industry figures

Editors looking for biographical information on the industry's leading movers and shakers need look no further than the homepage of the IDG News Service. The IDG News Service Biography Database contains biographical information on more than 60 of the industry's top executives.

Compiled and written by IDGNS journalists, each profile contains the subject's current title, contact information, a chronology of significant dates in his or her personal history and a narrative interspersed with numerous colorful details. Included among the profiles, for example, is the college dropout who once dated Joan Baez, sought spiritual enlightenment in India and co-founded Apple Computer in 1976, as well as the Ethernet inventor who served a stint as publisher & CEO of InfoWorld in the 1990s and the Amazon.com founder who began his professional career behind the counter of a McDonald's restaurant.

Photos for many of the individuals profiled are available in the News Service Image Bank. IDG editors are encouraged to send suggestions and/or information for other executives they would like to see included in the database.

*IDG News Service Editor-in-chief **Elizabeth Heichler** at elizabeth_heichler@idg.com.*

Kenealy receives American Business Media's McAllister award

IDG CEO **Pat Kenealy** was awarded the 21st McAllister Top Management Fellowship from American Business Media, during ABM's spring meeting earlier this month. The recognition is given to an executive from an ABM member company who has been an influential person in the b-to-b community. Kenealy will be a guest lecturer later this year at Northwestern University's Medill School of Journalism.

*Roger Friedman (left), president of the publishing company Lebhar-Friedman, Inc., presents the McAllister trophy to IDG CEO **Pat Kenealy**.*

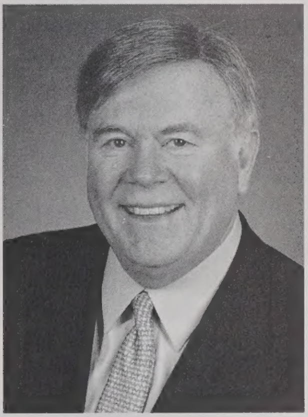
The fellowship is endowed in honor of Donald McAllister Sr., ABM's chairman in 1955 and an active figure in specialized business publications for more than 70 years.

Kenealy delivered a keynote address at the ABM meeting, in which he talked about the rise of online advertising revenues and how publishers need to be aware that a significant portion is flowing toward Internet-based companies such as Google. He encouraged members to fully explore online services, noting, "You have to get into the discipline of including online measures in your studies, and it's a lot more complex than print."

the interview

one on one

Pat McGovern
The chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.



"In the past, it was possible for a publication to survey its readers once every three to six months. Today, everything is changing so quickly that our publications and their Web sites should be surveying their readers at least once a month . . . for Web sites, weekly or twice a month is even better!"

Q Do you believe that our publication's Web sites should be free for any visitor or require registration only or registration and payment?

A The key to the success of our information services is the accuracy, timeliness and usefulness of the information we provide. However, that information should be available on a publication's Web site the same way it would be available in print. If it is available under the brand of a paid magazine, then the Web site information should be available only to visitors who pay. If it is under the brand of a free controlled circulation publication, then the Web site should also be controlled, requiring registration, and if the visitor qualifies, that person can access the information without payment. Otherwise, that person would need to pay for it just like others who do not qualify pay to receive the publication.

Knowledge is power, and one of the reasons for that power is that people gain an advantage when they have useful information that is not available to others. If we provide information free to all on a Web site, we lower the competitive advantage that we provide our prime audience in knowing that information and, therefore, we lower its usefulness. Having people qualify and/or pay for the information increases its value to our customers.

Also, our advertisers are demanding return on investment measures on their marketing programs. They want to know who is viewing their information and the demographic characteristics and buying power of that person. Requiring registration on the Web site allows us to identify for the advertiser the audience they are reaching and allows us to charge a higher price per viewer. And the more we know about the audience we serve, the better able we are to present information that exactly matches their needs.

Many of our business units are adjusting to the new reality of the Web economics and are benefiting from it. For example, IDG Magazine Verlag in Germany has acquired over 12,000 paid subscribers for their Web sites, and these numbers are growing rapidly each month.

In converting from free to registered and/or paid, Web sites can continue to offer a public area with headlines and executive summary-type information. Then, to get access to more in-depth information, the visitor needs to register. Registered visitors would then be invited to get access to even more valuable decision-support information such as salary surveys, product pricing, detailed product reviews, etc. by becoming a paid member. A membership fee can be charged per month, per quarter, or per year. If a visitor has a valid credit card, a monthly fee is the most acceptable way of paying. If the visitor does not have a credit card, an annual payment is usually preferable.

Q How important is achieving the revenue, expense and profit goals of an IDG business unit's annual plan?

A We understand that after an annual plan is made, many things can change from the assumptions made in the plan. For example, markets can grow much faster or slower than anticipated. New competitors can enter the market or current competitors can leave. Changes in government economic policy can slow or increase GNP growth, etc.

Therefore, we understand that the actual revenue might be quite different than the plan anticipated. But the business unit can adjust expenses upward or downward to reflect the changes in the market, competitive behavior, economic policy, etc.

So, the important thing is to achieve or exceed the bottom line irrespective of how much the revenue and expenses may be different than the original plan.

This year, for example, we anticipated that our online revenue would grow about 20%. In fact, we are growing about 30% in online revenue in our major business units, so we could be quite happy about being over plan. But, the market analysts say that year-to-date, online revenue is growing nearly 60% so, in fact, there is a lot more business to be had out there!

So, the key is, "Work the market, don't work the plan!" If one category of your business, such as publication advertising, is growing slower than forecasted, but another business area, such as online, is growing much faster than forecasted, it is better to add sales and marketing resources to the online area to pick up a bigger share of this growth than it is to try to spend extra money to try to push a slow market area up to original expectations.

Q You have been involved with producing technology publications for over 45 years. What, in your opinion, is one of the most important factors in the success of such a publication?

A The key to publishing success is finding an audience with a shared interest and buying power to support that interest and providing them the most

continued on page 6

Italy hosts regional telecoms event, Directions briefing

IDC captured the IT spotlight in Italy last month with two major events.

The sixth annual European Telecoms Forum in Rome focused on telecommunications market opportunities and the needs of business users throughout Europe. This two-day event drew more than 300 attendees and 11 sponsors — roughly the same numbers as last year. However, IDC worked much more closely with sponsors to encourage them to invite their quota of high-profile clients for free as part of their sponsorship package, thereby meeting IDC's goal of attracting end users with significant buying power. For the first time the event featured two outside keynote speakers instead of one: Peter Cochrane, co-founder of ConceptLabs and former chief technologist at British Telecom; and Howard Rheingold, author of *Smart Mobs: The Next Social Revolution*.

IDC Group VP/Telecommunications **Mark Winther**, based in New York City, was also a featured speaker along with eight European IDC analysts. Winther said that after several years of cost cutting and financial restructuring, the telecoms industry is investing for growth in managed services and outsourcing for enterprises and, on the consumer side, in multimedia content and video.

MASSIMO GIZZI

Among the experts featured at the European Telecoms Forum were (l-r): keynote speaker Peter Cochrane, co-founder of ConceptLabs and former chief technologist at British Telecom; IDC CEMA Telecommunications Services Program Manager ***John Gole****; and IDC EMEA VP/Telecommunications Research* ***Eric Owen****.*

According to IDC EMEA Conference Group Marketing Communication and Database Specialist **Claudia Corradi**, IDC's telecoms event distinguishes itself from the competition by its more substantive, high-level agenda; strong organizational structure — five dedicated staff as well as telemarketing support — and an updated Europe-wide database of telecoms professionals.

IDC Italy's annual Directions briefing session, held in Milan, provided close to 300 clients with an overview of the Italian IT market and advice about growth opportunities. Five top IDC managers served as the main speakers, and for the first time Directions wrapped up with a panel discussion. Chaired by IDC EMEA President **Roberto Masiero**, executives from HP, Cisco Systems, IBM, Sun Micro-systems, Microsoft, and Fujitsu Siemens gave their own perspectives on what's ahead for the Italian IT market. According to IDC, the local market is on the rebound, especially in terms of the hardware sector. Overall, the Italian IT market is expected to grow from 22.843 billion Euros in 2004 to 28.103 billion in 2007 (US$27.7 billion to $34.1 billion).

Write to ccorradi@idc.com.

The panel discussion that concluded Directions in Milan featured: (l-r): IDC Southern Europe Group VP & General Manager ***Ezio Viola****; Nicola Aliperti, HP Italia; Mauro Banchero, Sun Microsystems; Marco Comastri, Microsoft Italia; IDC EMEA President* ***Roberto Masiero****; Andrea Pontremoli, IBM Global Services South Region; Pierfilippo Roggero, Fujitsu Siemens Italia; Stefano Venturi, Cisco Systems Italia.*

The new IDG Central...coming soon to a computer near you!

IDG's intranet, http://idgcentral.com, will soon relaunch with a news-oriented format and new features and information. Stay tuned for more details!

If you don't already have a login and password, request one online today.

Boston's Childrens Museum tickets now also available

As a corporate member of both the Museum of Science in Boston and the Children's Museum, IDG has a limited number of exhibit hall passes that are available to employees. Anyone from the Boston area or those planning to visit may contact the *IDG World Update* at world_update@idg.com and provide your name, business unit address and number of passes you would like to receive.

May 10, 2004

Marketing Manager (Temporary) (BIO)

Bio-IT World is seeking a dynamic and creative individual to fill in for our Marketing Director during her maternity leave. This temporary three-month assignment begins in early July and ends in late October. The individual in this role will work closely with the President/Publisher to implement the marketing plan including hands-on event management, public relations, audience research, competitive research and marketing collateral. This individual will be primarily responsible for copywriting and design of marketing collateral including presentations, brochures, media kits, direct mail, email campaigns and advertising, as well as working with freelance graphic designers and printers. Qualified candidates will have 6+ years of marketing communications experience in a high tech or publishing with demonstrated ability to work in a team environment, make timely and effective decisions, and achieve results! Effective communication skills and the ability to write and edit is essential, as is proficiency with standard office and HTML/web design tools including Photoshop, Quark, and Microsoft office. Print publishing experience is a plus.
Location: Framingham – MA
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Part-Time Online Production Assistant (BIO)

Health-IT World is looking for a reliable person to help produce a twice-weekly e-newsletter. This part-time job entails formatting text and transferring it to our online production system, as well as basic quality-control checks. The ideal candidate would possess experience with online publishing, proofreading skills and HTML knowledge. Experience with Microsoft Word is required. Candidates need a sharp eye for detail as well as flexibility and patience. We expect this position to require 8 to 10 hours of work per week. Hours can vary depending on publication schedules and late-breaking news. ***Location: Framingham - MA***
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Copy Editor (CXO)

CXO Media is seeking an experienced copy editor to edit for style, clarity and correctness, and to proofread materials at various stages of production for three trade magazines targeting upper-level technology, security and marketing executives. The copy editor will work closely with the managing editor and design department to coordinate copy traffic. Requirements: The ideal candidate will possess two-plus years of copyediting experience, preferably at a magazine. Attention to detail a must. The candidate must also possess excellent prioritization skills and ability to handle multiple tasks at once, and be organized, flexible and dependable. Familiarity with business and technology issues is a plus, as are experience with Macintosh, Quark Publishing System, Lotus Notes, e-mail and online technologies. ***Location: Framingham – MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Features Editor (CXO)

CXO Media is seeking a Features Editor to join the editorial staff of CMO, the forthcoming monthly magazine for top marketing executives. The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus; assist in the idea-generation process; assign stories; and write occasional short items. The individual in this position will be responsible for editing copy for content, organization, clarity and completeness. A minimum of 3 years feature editing experience required. ***Location: Framingham – MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Marketing Director (GMG)

In this role, the Director of Marketing will be responsible for developing and executing online and print marketing plans. Job responsibilities include refining and executing brand messaging by working with editorial and sales leadership; developing strategy and overseeing execution of all sales-related tools including core presentations, competitive analyses, collateral and sales programs and developing and leading research efforts for IDG Entertainment. The ideal candidate will possess exceptional communication skills, both written and oral, as well as strong analytical, strategic and organizational skills. Requires publishing industry knowledge, a proven track record of developing marketing communications programs, a minimum of 7 years in related field, and a BA/BS Degree or equivalent experience. ***Location: Oakland - CA***
Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Consulting Manager/Director, Hardware (IDC)

We are currently seeking a Consulting Manager/Director, Hardware for this practice. The Consulting Manager/Director, Hardware will partner with IDC industry analysts, sales, and other IDC groups to develop and manage market research and consulting engagements. Clients will include leading hardware suppliers like HP, Intel, and Sun, as well as other IT vendors like Microsoft and Cisco with an interest in data center solutions. After an initial start-up period, the Consulting Manager/Director, Hardware will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements. This position is based either in IDC's San Mateo, CA or Framingham, MA office. Please see idc.com for a more detailed job description.
Location: Framingham - MA or San Mateo – CA
Contact: Email: idc_jobs@idc.com

(cont.)

Research Analyst, WW Mobile Phone Tracker (IDC)

IDC's Worldwide Mobile Devices team has become widely respected within the mobile and wireless industry, especially among our key clients. We are seeking an analyst to lead in the coordination and delivery of our new Worldwide Mobile Phone Tracker program. The research analyst will be responsible for collecting and publishing quarterly shipment data at the WW and US level, as well as working with regional IDC offices on data integration each quarter. Key responsibilities include working with our data collection model, driving a worldwide publication schedule, interacting with key IDC analysts around the world and publishing client deliverables. Candidates must have a Bachelor's degree, possess excellent Microsoft excel skills and experience working with complex data models and spreadsheets. Public speaking and excellent writing skills are a plus as this position will include opportunities for both over time. Candidates should also have the ability to thrive in a fast paced, deadline driven, collaborative environment. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Office Services Assistant (IDC)

The Hardware Group is seeking an Office Services Assistant to join our team in IDC's Framingham, MA office. Responsibilities include coordinating and ensuring the timely delivery of all IDC CIS hard copy research to IDC clients and internal personnel; producing weekly tracking updates on mailings; creating and maintaining research files for the IDC Library; updating various internal databases; coordinating the vendor briefing process and assisting with miscellaneous office tasks as needed. Candidate should have a strong attention to detail and the ability to multitask and prioritize projects. Experience with Microsoft Excel, Lotus Notes and other databases a plus. A High School Diploma is required and some general office experience preferred.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Consulting Manager (IDC)

IDC's U.S. Services Consulting practice is responsible for developing and conducting custom market research and consulting assignments focused on IT and business services industry vendors and their end market. We are currently seeking a Consulting Manager to help develop client engagements and manage projects. The Consulting Manager will be a member of IDC's Services Consulting team. This involves developing consulting business, leading and managing projects, and developing practice strategy in concert with senior management. The Consulting Manager will partner with IDC industry analysts, sales, and other IDC groups to develop and manage market research and consulting projects. Clients will include leading IT services and business services companies. The Consulting Manager will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of overall IDC Services Consulting business, including development of new practice areas. Please see idc.com for a more detailed job description.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Sr. Consultant (Life Science Insights)

Life Science Insights, an IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market - biotech and pharmaceutical companies and the technology companies that support them. We are currently seeking a Senior Consultant to help develop and drive the Life Science Insights ("LSI") consulting practice. The Senior Consultant will be a key member of LSI Consulting team. The work involves developing consulting business, leading and managing projects, and developing practice strategy in concert with senior management. This person will partner with LSI's consultants, analysts, sales, and other IDC groups to develop and manage market research and consulting projects. Clients will include leading IT, Life Science, biotech and pharmaceutical companies. The Senior Consultant will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of the overall LSI Consulting business, including development of new practice areas. This individual will also be expected to periodically engage in research and publication projects with the LSI analyst team. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Sales Representative (Life Science Insights)

Life Science Insights, and IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market - biotech and pharmaceutical companies and the technology companies that support them. We are currently seeking a Sales Representative who will focus on new business initiatives for Life Science Insights ("LSI"). This inside sales position will play a key role working on business operations and sales activities to keep the sales force focused and moving forward. The Sales Representative will be primarily responsible for calling into defined lists of prospects in a coordinated fashion to secure sales and appointments for outside sales representatives. Incoming leads will also be handled and acted upon. The Sales Representative will be expected to develop tactical marketing campaigns to target companies, make follow-up contact for feedback and gauge interest-level. Please see idc.com for a more detailed job description. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

(cont.)

Sales Manager (IDC)

IDC's Enterprise Sector Group is seeking a Sales Manager who will focus on selling IDC's research products to enterprise sector clients primarily on the East Coast. The Sales Manager position will be responsible for approximately $1.8 m (full year) in renewals and new business responsibilities focusing on the Hardware, Networking, Communications and Software Vendor accounts in the eastern region. As a member of a collaborative team, the Sales Manager will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. Please see idc.com for a more detailed job description.

Location: Framingham – MA

Contact: Email: idc_jobs@idc.com

Director, Marketing Programs, Consulting (IDC)

IDC's US Consulting practice is responsible for developing and conducting research-based consulting assignments.
We are currently seeking a Director, Marketing Programs for this practice. The individual in this position will work closely with the Group VP of Consulting, Consulting VPs, VPs of Sales for all business units in setting the marketing strategy for growing the US consulting business. He or she will lead the development and execution of lead-generation and awareness marketing campaigns, and work closely with internal audiences to formulate and articulate IDC's value proposition for IDC Consulting services. He or she will track and assess competitive offerings and communicate relevant information to sales and IDC management. Please see idc.com for a more detailed job description. ***Location: Framingham, MA***

Contact: Email: idc_jobs@idc.com

Assistant Production Manager (MAC)

Macworld seeks an experienced Assistant Production Manager. Responsibilities include determining the issue page count; creating the monthly issue map; avoiding editorial/advertising placement conflicts; creating signature breaks/charts and manufacturing specifications; trafficking editorial and advertising pages; monitoring final approval of page proofs; monitoring extensions, changes and timely receipt of display advertising materials from clients/agencies; and ensuring a smooth coordination of information flow. Requirements include 1 to 3 years of magazine production experience, knowledge of printing processes and graphic arts, good communication skills, and the ability to work in a team environment. **Location: San Francisco – CA**

Contact: Job Opportunities, Email: jobopps@idg.com

Sales/Marketing Associate (ITC)

IT Careers is seeking a talented Sales/Marketing Associate for our Framingham office. Reporting directly to the Vice President of Recruitment Advertising Sales and Marketing, this position will be responsible for the execution of marketing programs as well as supporting the sales staff on administrative projects. Responsibilities will include working with vendors and partners, database management as well as the on-going coordination of multiple projects. Successful candidates will possess 1-3 years of business experience in an online, marketing, sales or recruitment advertising agency environment. He/she will have strong computer skills that include M/S Office and M/S Publisher as well as a familiarity with salesforce.com. Ideal candidates will be highly organized, be able to multi-task and have an interest in marketing. An excellent phone presence is required and design skills would be helpful. A degree in marketing or business is preferred. ***Location: Framingham – MA***

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Business Development Manager (WEC)

IDG World Expo has an exciting opportunity for a talented business development professional. Working with the Vice President of Business Development, this position will be responsible for research, development, planning and implementation of new event initiatives at IDG World Expo within fast-growing IT markets. Responsibilities will include market research, financial forecasting, identification of content partners, strategic partner negotiations and the evaluation of new business opportunities and revenue streams. Ideal candidates will possess an undergraduate degree in business and a minimum of 3 years experience in one or more areas of conference planning, community development, tradeshow planning and/or business analysis. Candidates must have superior written and verbal communication skills, strong organizational and computer skills, creative thinking ability, and the ability to work with all levels of staff, advisors and outside consultants. Overall knowledge of IT industry preferred.

Location: Framingham – MA

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

(continued)

Go to http://careers.idg.com to view all current job opportunities at IDG

Public Relations Intern (WEC)
IDG World Expo has an exciting opportunity this summer for a public relations intern in the company's Framingham, MA office. The position provides an exceptional opportunity to actively contribute to public relations campaigns for the company's summer tradeshows. The position requires a commitment of 20 hours per week for a period of 10 – 12 weeks. The public relations intern must also be available to provide on-site support throughout Macworld Conference & Expo, which will take place July 12-15, 2004 at the Boston Convention & Exhibition Center (BCEC). Responsibilities will include coordinating the media registration process, tracking and collecting media coverage, writing press releases and media advisories, developing and producing materials to distribute to the media, and on-site logistics support. This is a paid internship. ***Location: Framingham MA***
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Sales and Marketing Intern (WEC)
IDG World Expo has an exciting, hands-on learning opportunity this summer for a sales and marketing intern in the company's Framingham, MA office. The position provides an exceptional opportunity to actively contribute to marketing and exhibitor sales campaigns for IDG World Expo's upcoming Portable Power Conference & Expo. The position requires a commitment of 20 hours per week for a period of 10 – 12 weeks. Responsibilities will include assisting the event marketing manager in fulfilling media trade relationships, writing Web copy, distributing marketing collateral, producing mail merges and fulfillment, conducting Internet research on the marketplace, processing sponsor requests and fulfilling cooperative marketing programs. The intern will also assist the sales manager by conducting and compiling prospect and competitive research, assembling and sending sales kits and providing ad hoc support. Knowledge of standard business software, attention to detail, strong researching skills and enthusiasm a must. This is a paid internship. ***Location: Framingham – MA***
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IDC Global Fellowship

continued from page 1

edge with their colleagues in a different region and learn as well in a new business and cultural setting. This program epitomizes the global nature of IDC's business and is strongly supported by the worldwide IDC management team."

Timms

"My two weeks in Framingham were a great experience," said 2003 Fellow **Lucy Timms**, IDC U.K. director, EMEA Access Group. "Not only to gain more knowledge about my work but also to re-establish old friendships amongst my colleagues, and I believe that I have gained new friends too." She said the fellowship gave her "a new motivation" to take back to her office and support her team and colleagues better.

Campbell said while fellowships are often awarded to employees who typically do not have a lot of opportunities for international travel, the most important selection factor is the quality of the proposal written by the IDC employee applying for the fellowship.

"We carefully assess the benefits to the employee, the hosting business unit and business unit to which the employee will be returning," he said. "The benefit to the employee and his or her professional and career development plays the biggest role here since we want to reward, recognize and develop employees with high potential for the future."

> *"The Global Fellowship Progam is one of my favorite employee recognition and reward programs at IDC. It allows outstanding employees at IDC to share their knowledge with their colleagues in a different region and learn as well in a new business and cultural setting."*
>
> *— Kirk Campbell*

IDC regional managers are also asked for their input on which applying candidates should receive the fellowships. The scheduling and duration of the exchange are at the discretion of the fellow and the hosting and sending managers. A $5,000 stipend is provided by IDC to offset their living and travel expenses.

IDC Framingham Senior Analyst, Mobile Devices, **Alex Slawsby** called his 2003 fellowship at IDC Japan "an amazing experience." Because he covers mobile devices for IDC on a U.S. and worldwide basis, he said he was interested in visiting a region where mobile device usage and purchase are different from the U.S. or the rest of the world. "Japan is the most different, with consumers and business users demanding mobile phones as critical components not only to their daily business but also to their self-image," he said. "Because of the density of the population, mobile devices have become the No. 1 way to deliver content services. Mobile phones have become a manner of personal expression; people hang little trinkets off their phones, and those with older-model phones get questioned about when they'll upgrade."

What Slawsby said he brought to IDC Japan was a U.S./worldwide industry perspective. "With market dynamics much different from those in the rest of the world, Japan, even though it's the second largest IT market after the U.S., is unique and often hard to fit into a market segmentation that works in the U.S., Europe or Asia/Pacific. For instance, Nokia and Motorola do not have a presence in Japan, and the top Japanese vendors, other than Sony, are fairly non-existent in the rest of the world. I was able to better educate my colleagues in Japan on how we see the world and on our business processes as we create products, build forecasts, track markets and build competitive analyses."

In return, he said he learned "a tremendous amount about the Japanese market and how Japanese culture permeates business decision making," gaining "invaluable" perspective on how his IDC Japan co-workers see the U.S. and markets outside Japan. "Finally, I learned so much from just interacting with my co-workers outside of work and from a variety of Japanese citizens that I met throughout my travels — how they view the West, how they view Americans, our culture, gender roles and more."

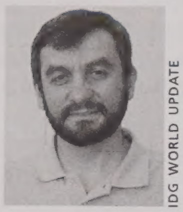
The Global Fellowship opportunity is "all about stepping outside of one's comfort zones," Slawsby said. "It's about finding the balance between business and the need to extend oneself into an unfamiliar, uncertain experience to learn more about oneself." He recommended that future fellowship applicants seek "a location that will provide you with a great contrast from your daily life, both business and personal. Also, get to know your co-workers outside of work — grab lunch or dinner with them and talk about what it's like to live where you're visiting. You gain invaluable perspective into the contrasts with your own experiences at home."

*Contact IDC HR Program and Benefits Specialist **Leslie Bachand** at lbachand@idc.com.* WU

2004 IDC Global Fellows

- IS Manager **Vipul Bhargava**, Australia, visiting U.S.
- Senior Analyst **Laura Cano**, Mexico, visiting Asia/Pacific
- Analysis Group Director **Francis Chang**, Canada, visiting A/P-Australia
- Consulting Project Manager **Ruthbea Clarke**, U.S., visiting EMEA-Netherlands
- Regional Marketing & Events Manager **Barbie Cordero**, U.S., visiting EMEA-Spain
- Research Analyst **Dan Corsetti**, U.S., visiting EMEA-U.K.
- Senior Analyst **David Daoud,** U.S. visiting A/P - Singapore
- Production Coordinator **Mary Jane Donnelley**, U.S., visiting EMEA
- Consulting Director **Lisa Fels Echavarria,** U.S., visiting A/P - Singapore
- Associate Analyst **Kenneth Furer** U.S., visiting A/P
- Senior Analyst **In-Q Han,** Korea, visiting EMEA - U.K.
- Research Manager **Ron Kaplan,** U.S., visiting Japan
- Regional Finance Manager **Jill Lim,** A/P, visiting U.S. and EMEA
- Go-to-Market Services Director **Laura Nurzynski,** U.S., visiting A/P
- Senior Design Specialist **Louiza Pells,** EMEA, visiting U.S.
- Research Analyst **Phil Sargeant,** EMEA, visiting Japan
- Director/Business Marketing **Amie White** U.S., visiting A/P
- Senior Analyst **Sophie Zhang,** China, visiting U.S.
- Marketing Manager **Elissa Simpson,** EMEA, visiting EMEA-Germany
- Finance Manager **Jen Larsen,** IDC/Nordic, visiting EMEA-U.K.

noteworthy people


IDG WORLD UPDATE

Reyhanoglu

IDG WORLD UPDATE

Wang

MICHELE NELSON

Watson

Promotions

IDC Staff Accountant **Cyndie Seavey** is now a senior staff accountant. "Throughout her four years with IDC, Cyndie has welcomed new responsibilities and executed them with great success," said Assistant Controller **Terri Schafer**. "Most recently, Cyndie has been involved in the setup of IDC's Financial Insights and Life Sciences Insights divisions and assisted in establishing some of the procedures needed to contribute to their future success. Cyndie will now have a more active role with the day-to-day and month-end accounting for the IDC Insights divisions and IDC Canada. In addition, she will expand her role and duties during month-end and year-end closings." *cseavey@idc.com*

New employees

Previously senior project manager with *Smart Business*, Development Analyst **Ibrahim Reyhanoglu** joins PC World's Test Center, where he will develop and conduct hardware and software performance tests and analyze product performance and usability. He studied database administration at the College of San Mateo (Calif.) and multimedia animation at San Francisco's Academy of Art University. *ibrahim_reyhanoglu@pcworld.com*

William Wang is the PC World Test Center's new performance analyst, coming from AMD where he was a system testing engineer. He will soon receive a B.A. in economics and MIS from San Francisco State University and is considering pursuing an M.B.A. Off hours, he enjoys playing online games. *william_wang@pcworld.com*

IDG Entertainment has hired **Damon Watson** as Western sales manager. He was previously associate publisher with Media Cell, publisher of *Bogey* and *Adrenalin* magazines. He attended Navarro College in Corsicana, Texas, as well as Texas Tech University. A former professional golfer, he also enjoys surfing and snowboarding. *dwatson@gamepro.com*

Previously a research executive with ITV, **Tracy Friend** now holds a similar title with *PC Advisor* in London. She holds a first-class honors B.Sc in psychology from Bristol University and enjoys traveling and spending time with friends. *tracy_friend@idg.com*

Returning employees

After working at Fidelity Investments' internal ad agency as assistant studio manager, **Kim Pennett** returns to *Computerworld* as production manager. She joined *CW* in 1980 as a typesetter and rose to desktop publishing coordinator. Kim enjoys spending time with her husband and three children, gardening, painting and working on their fixer-upper house — "which will probably never end." *kim_pennett@computerworld.com*

Send information for the Noteworthy section to world_update@idg.com.

One on One

continued from page 3

timely, accurate and useful information available on their shared interest. The activity that I have found that is most critical to achieving this goal is intensive reader research.

In the past, it was possible for a publication to survey its readers once every three to six months. Today, everything is changing so quickly that our publications and their Web sites should be surveying their readers at least once a month — for Web sites, weekly or twice a month is even better! In the past, such research was done by mailed questionnaires. Today, it is typically done by e-mailed questionnaires or survey forms presented to a sampling of visitors to the Web site.

I have observed that although reader research costs money to do, the publications that invest in intensive reader research become more profitable as a result of increasing the relevancy and usefulness of their information to their readers.

Q **You recently returned from a trip to Vietnam. What are your thoughts about this market and IDG's activities in the country?**

A We entered Vietnam in 1992 with *PC World Vietnam*. That publication has grown by over 35% a year and is now the largest computer publication in Vietnam, with a 65,000 paid circulation. In addition, we now publish *CIO* magazine and *GamePro* magazine in Vietnam very successfully. We also run the major computer expositions in Vietnam, such as the Vietnam Computerworld Expo.

The Vietnamese IT market is growing at nearly 20% a year and has recently exceeded $1 billion. The Vietnamese government has identified information technology as the most important sector for the country's economic development. It recently announced a program to put over two million PCs in school systems so that every student in Vietnam will be computer literate. Vietnam's universities are producing over 10,000 computer science and engineering graduates a year, so we believe the IT market in Vietnam will continue to be one of the fastest-growing in the world over the next 10 years.

We are launching *Computerworld* as a fortnightly newspaper this July and will start additional new publications in the next 12 months, and we are launching a venture capital fund to invest in promising young technology companies. We believe that the same conditions that led to the excellent business success IDG has experienced in the media and the venture capital field in China are now developing in Vietnam, and because of our early start, we have a significant lead on all of our competitors.

*Employees may send suggestions for future columnists. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Bob Wescott *Computerworld*

24

Christian Mahler *IDG Germany*

14

Philippe de Marcillac *IDC*

13

Claus Egge *IDC U.K.*
Angelique Bizouarn *IDG France*
Sandrine He-Garcia *IDG France*
Christopher Norman *IDG U.K.*

12

Masato Tsuchiya *IDG Japan*
Nancy Jonathans *PC World*

10

Julia King *Computerworld*

9

Gerald Wee *IDG Singapore*
Wolfgang Leierseder *IDG Germany*
Lisa Radler *PC World*

8

Mari Keefe *Computerworld*

6

Linda Nilsson *IDG Sweden*
Mindy Lim *IDG Singapore*
Nancy Suess *InfoWorld*

5

Alan Stafford *PC World*

4

Deborah Crimmings *Computerworld*
Robert Mitchell *Computerworld*
Tom Schwieters *IDC Hungary*
Francis Chang *IDC Canada*
Takuo Tsukamoto *IDC Japan*
Marc Mirabal *IDG Central Services*

3

Kevin Gerich *Computerworld*
Alex Gomez *IDC U.K.*
Simon Easterman *PC Advisor*
Brian Buizer *PC World*

2

Chip Hazard *IDG Ventures*
Geoff Tan *IDG Singapore*
Salvatore Braiotta *IDG Italy*
Vera Knötgen *IDG Germany*
Philip Kwon *IDC Korea*

1

Dário Dal Piaz *IDG Brazil*
Nelva Riley *Computerworld*
Derek Sentner *InfoWorld*
Mark Barreca *PC World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

What's behind software numbering?

PC World Contributing Editor (and InfoWorld Editor-in-chief) ***Steve Fox*** *contributed this item in the June 2004 issue of PC World.*

According to my Help menu, I'm not running IE 6; I have version 6.0.2800.xpsp followed by 10 more numbers. My NVidia display driver? Version 6.14.10.5664. Huh? Well, taking my NVidia driver as an example, the first five digits indicate Windows XP; the next four refer to "builds," changes made to the source code. Every week Nvidia gather up all the revisions created by the driver-component teams, creates a build, and adds 1 to that last four-digit string. Think of it as a numbers game, software style.

IDC Nordic takes the field

CHARLOTTE SØRENSEN

IDC Nordic/Denmark has organized its first official soccer team, composed almost entirely of employees, which will compete in the Copenhagen Company Sports Union league that runs April through September. (Back, l-r): ***Daniel O'Boyle Kelly****, Lars Christensen (friend),* ***Jan Larsen****,* ***Anders Elbak****, and* ***Viggo "Barthez" Bjerre****. (Front, l-r):* ***Andreas Lange****,* ***Karsten Fogh Ho-Lang****,* ***Rasmus Andsbjerg*** *and Ronni Jungslund (friend).*

Coming up

Storage Networking World China
May 12-13
Beijing China World Hotel
www.snwchina.com/index-e.htm

Legal and Regulatory Compliance in Information Management Forum
(Sponsored by IDC and Kahn Consulting)
May 19
Fairmont Hotel
San Jose, Calif.
www.idc.com/compliancewest04

Storage Networking World China
May 18-19
Grand Hyatt Shanghai
www.snwchina.com/index-e.htm

Mobile and Wireless World
May 24-27
JW Marriott Desert Spring Resort
Palm Springs, Calif.
www.mwwusa.com/

Mexico Business Wireless 2004
May 27
www.idc.com

Business Intelligence Conference
June 22
American Chamber of Commerce
São Paulo, Brazil
www.idc.com/events

Macworld Conference & Expo
July 12-15
Boston Convention & Exhibition Center
Boston
www.macworldexpo.com

IDC Brasil Storage and Infrastructure Vision
Aug. 18
American Chamber of Commerce
Sao Paolo, Brazil
www.idcbrasil.com.br

LinuxWorld China
Aug. 24-26
The Kerry Center Hotel Beijing
www.linuxworldchina.com

Storage Networking World/Europe
Sept. 7-8
Frankfurt Messe
Frankfurt, Germany
www.snweurope.com/

Portable Power Conference & Expo
Sept. 12-14
Argent Hotel
San Francisco
www.portablepowerconference.com

IDG business units wishing to have their events listed may send the appropriate information to world_update@idg.com.

celebrating 10!

Name
Paul Curthoys

Home
El Granada, Calif.

Joined IDG
October 1993 as an assistant editor at *NeXTWorld*.

Career path
After *NeXTWorld* folded, joined *GamePro* as copy editor, then switched to the content side and over the years, became senior editor at *GamePro*.

What job involves
Senior editor of reviews and previews at *GamePro*, specifically managing the console reviews and sports sections.

Of what accomplishment at work are you most proud?
It was very much a team effort that I was just a part of, but our recent redesign, which launched in the January issue, was a really important and effective change for *GamePro*.

Family
My wife Lynette and I are expecting a baby girl in mid-May.

What talent do you wish you had?
I'd love to be able to draw, but for me, straight lines are kind of a challenge.

Dream destination
I'd love to be able to afford a ticket on one of those Russian space-shuttle flights, so hopefully the lottery tickets will come through with the necessary $20 million!

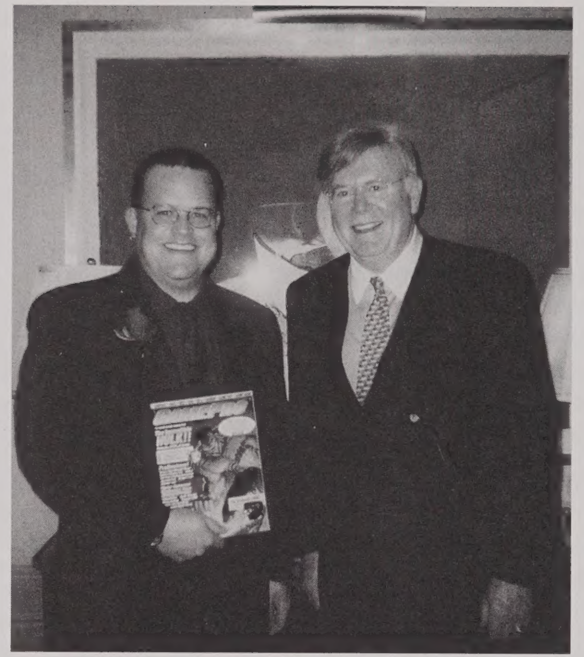
Fantasy job
I've pretty much had it since I started working at *GamePro*.

What others can't tell just by looking at me
I used to have hair. Long hair, even.

As a kid, what did you want to be when you grew up?
I was dead-set on being an astronaut until I found out that getting glasses at age 10 put a serious wrinkle in those plans.

First job?
Scooping ice cream at Baskin-Robbins. It took me years to go near the stuff again.

What disc is in your CD player right now?
iPod these days, but my current favorites are "Give Up"/Postal Service and "O"/Damien Rice.



GamePro's ***Paul Curthoys*** *celebrated his 10th anniversary with the company during dinner with IDG Chairman* ***Pat McGovern*** *at the Ritz-Carlton in San Francisco.*

What book is on your nightstand?
The Baroque Cycle by Neal Stephenson.

Favorite vacation spot?
Snorkeling in the Caribbean.

Manager's profile
"Paul's IDG journey began as an assistant editor for *NeXTWorld* and currently finds him a senior editor for *GamePro* magazine at IDG Entertainment.He has been key to setting the tone, style and direction for *GamePro* magazine editorial over the years, and he is about to do the same for the upcoming *GameStar* U.S. Paul has established a reputation for editorial professionalism in this still-young games industry which has helped to position IDG Entertainment as one of the leading editorial outlets in this market. In addition to his responsibilities as an editor, he has demonstrated a dedication to working with younger editors and writers alike to help them improve their skills. Paul's leadership has been an important contribution to our team."

— *Wes Nihei, editor-in-chief*

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IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Global Media Institute give attendees candid look at business

Top execs share insight on company culture, challenges, business issues

IDG WORLD UPDATE PHOTO

*IDG Chairman **Pat McGovern** introduced each participant in the Global Media Institute at a welcome dinner. Above, InfoWorld's **Matt McAlister**; below, IDG Brazil's **Dario Dal Paiz**.*

For **Ellen Romanow** and the other 13 senior executives from IDG business units around the globe, attendance at last month's IDG Global Media Institute (GMI) meant a minimum of four days away from busy offices and full schedules. "I'm usually reluctant about attending training programs because so often I find their generic content a waste of time," said the CXO Media Executive VP, sales and custom publishing. "However, I left the Global Media Institute with a series of revenue-generating ideas and programs for my company, a much deeper perspective on IDG's various businesses and business units and a stronger network — both domestic and international — of IDG contacts."

"The GMI gave us a unique opportunity to explore and understand the strategic and leadership challenges facing IDG," added IDG Denmark Managing Director **Søren Queitsch**, who joined the company just over two months ago.

"For me, the program provided a wonderful opportunity to meet new colleagues, gain a better understanding of IDG's corporate culture, its global focus and a deeper appreciation for how decentralization benefits the company," added Computerworld VP/National Associate Publisher **Matt Sweeney**, who previously served several years at *Macworld*.

All of which go a long way toward summing up the mission of one of IDG's longest-running and most successful executive training programs. Launched in 1988 when print publishing commanded the lion's share of attention at most IDG business units, the program debuted as the IDG Publishing Institute. Over the years the agenda and participant roster

continued on page 4

IDG Sweden's CRM system attracts interest from other publishers

IDG Sweden's state-of-the-art customer relationship management (CRM) system is working so well that it is attracting the attention of other publishers interested in licensing the product. Last month IDG Sweden hosted visitors representing seven of China's largest publishing groups who wanted an up-close look at the system, which was co-developed by IDG Sweden and Kanal-Data AB, the leading software developer for the Swedish newspaper market. Kanal-Data has extensive connections in China, as all of its programming is done there.

MATS ERIKSSON

*Seated (l-r): Tianjin Daily CEO Jianxing Zhang , IDG Sweden General Manager **Bengt Marnfeldt** and Kanal-Data AB President Luming Liu. Back (l-r): Shanghai News Group Vice CEO Jing Fuan, People's Daily (Beijing) Editorial Director Cao Zhaoqin, IDG Sweden Chief Business Controller/CIO **Anders Huldt**, Kana-Data Marketing Director Dan Gustafsson, and Kana-Data Project Leader Markus Emgård.*

By the end of the day, Kanal-Data, IDG Sweden and the Tianjin Daily Group signed a contract to create a joint venture company that will translate the system, adapt it for the Chinese market, and license the system to other interested Chinese publishers. IDG Sweden has the option to buy part of the joint-venture company at a later date. The Chinese version of the system is expected to launch in early 2005. The Tianjin Daily Group will also use the system for its dozen or so publications. Located about 70 miles south of Beijing, Tianjin has a population of more than 12 million.

The IDG/Kanal-Data relationship began in 1999 when IDG Sweden bought Kanal-Data's subscriber and distribution software for daily newspapers to

continued on page 2

ComputerSweden

IT-avdelningen håller greppet

Största maktfaktorn i de tunga investeringarna

78 procent

Microsoft täpper till

IDG Sweden's customer relationship management system addresses the company's entire portfolio, which includes more than a dozen publications.

NetScription's benefits

IDG Sweden's subscriber/CRM system is multi-dimensional. Among its capabilities:

- Lowers the need for manual customer services; IDG Sweden is currently exploring how to issue renewal notices by e-mail instead of print.
- Enables micro payments without a third-party supplier.
- Creates more detailed subscriber demographics.
- Supports editorial development by gathering feedback when a subscriber starts or stops a subscription.
- Reduces subscriber turnover. For IDG Account holders, all subscriptions will be automatically renewed. The subscriber must log in and cancel the subscription himself. As long as the balance in the account covers the transaction, the service or product will be delivered.

"We're trying to educate the customer to make a monthly deposit to their account in order to secure delivery," said Chief Business Controller/CIO **Anders Huldt**. "In this scenario we hope fewer renewal notices will need to be sent."

Sweden

continued from page 1

use for *Computer Sweden*, which is published three times a week. By 2002, IDG Sweden wanted a new subscriber and CRM system for magazines and the Web as well as their other newspapers and worked with Kanal-Data on the specifications. The result, NetScription™, is a CRM-based system that stimulates additional sales, improves business processes and helps build a long-term relationship with customers (see sidebars).

IDG Sweden rolled out NetScription™ in phases beginning in April 2003, with the latest improvement, an "IDG Account" concept on IDG Sweden's Web site that promotes products across IDG Sweden's portfolio, debuting this past March.

"NetScription™ has the capacity of a traditional subscription system but prepares us for the journey of creating additional digital services and cost-effective ways of taking care of orders and payments," said Chief Business Controller/CIO **Anders Huldt**. "A basic subscription can now be completely and automatically processed in real time by the subscriber. No manually printed invoices are needed. The next phase is to add products — such as PDF subscriptions, single copies of issues via PDF, archived articles via PDF — and implement a frequent buyer program."

IDG Sweden has changed the way it looks at subscribers and how it can increase revenue from those subscribers.

Along with the technological improvements, IDG Sweden has essentially changed the way it looks at subscribers and how it can increase revenue from those subscribers, Huldt said. The approach is now from a company-wide perspective rather than a per-title view. "We look at the whole product portfolio and create cross-over opportunities and customer-specific offerings," he said.

NetScription™'s language layer can be adapted for any language. Several other Swedish publishers are looking into using the system, which would be licensed through Kanal-Data AB. IDG China's publishing partners are familiar with NetScription™ but are not currently users. IDG Sweden will receive a signing fee if it has had an active part in bringing in a new licensee. One of the main benefits to IDG Sweden, Huldt said, will be that new buyers will add experience to the user group and share in the development costs to refine the system in ways that will benefit any company using the system.

Write to Anders Huldt at anders.huldt@idg.se. WU

The IDG Account system

Customers can set up their own IDG Account (or "My Account") against which they can make purchases. There's been a 10% increase each week in people signing up for IDG Accounts since the concept began being tested in March, with about 2,000 total accounts to date. Through their IDG Account on the Web, a customer can:

- Change addresses and customer information.
- Book a single future issue of a specific title that will be delivered to his mailbox.
- Direct all subscriptions to be delivered to a vacation home address with just a single click.
- Pay the IDG Account in real time by Internet bank debit card or credit card.

IDG Sweden plans a major commercial launch in October and by then will include functionality such as:

- A bonus program that stimulates additional purchases and increases sales. For each purchase made, an IDG Account holder will earn bonus points that can be used to purchase more products and information from IDG Sweden.
- A sign-up bonus that offers new customers bonus points or money value added to their account for free.
- Interest on the account holder's balance.
- Monthly newsletters presenting upcoming issues of IDG Sweden magazines that the account holder can buy individually (similar to a "pay per view" offering on cable TV). The newsletter will also have special ad offerings for non-IDG products such as MP3 players and other gadgets.

MATS ERIKSSON

IDG Sweden General Manager ***Bengt Marnfeldt*** *accepts a gift from Tianjin Daily Group CEO Jianxing Zhang (left) as Kanal-Data President Luming Liu observes.*

the interview

one on one

Gary J. Beach
The group publisher of CXO Media Inc. is this week's guest columnist. Reach him at gbeach@cxomedia.com.

> *"Our goal is to surround our customers with resources that lead them through many touch points in a typical business day — informing them, challenging them and connecting them. This kind of corporate synergy now allows us to have revenue streams not only from tech marketers but also from tech executives."*

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists Chairman **Pat McGovern** and CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

Q With the advent of the CIO Executive Council, CXO Media continues to push the envelope in building a complex, multi-threaded relationship with its audience. From print to online content to organized interactive communities, the connections between business publishers and readers continue to multiply and evolve. What unique opportunities do these developments signify for CXO Media?

A Integrated media is the heart of CXO Media's go-to-market strategy. The content of *CIO*, *CSO* and forthcoming *CMO* magazine is built on the pillars of online, print and community-based products. Our goal is to surround our customers with resources that lead them through many touch points in a typical business day — informing them, challenging them and connecting them. This kind of corporate synergy now allows us to have revenue streams not only from tech marketers but also from tech executives.

Q The *CIO* staff has earned a number of important editorial awards recently including back-to-back Grand Neal awards. What, if anything, do you do to "monetize" or at least promote these awards to your customer base?

A Editorial Director **Lew McCreary** and *CIO* Editor-in-chief **Abbie Lundberg** are the best in the business at identifying customer needs. Every day the editors and writers of CXO Media come to work committed to one goal: to create content that focuses on real people, real challenges and real solutions. Winning recognition awards from editors in other fields is indeed gratifying to CXO Media's outstanding editorial staff. We share the good news of these awards via marketing communication vehicles and traditional publicity efforts. However, our goal is never to write to win awards or sell more advertising. We know we have done a good job when at the end of a business day a technology professional reads *CIO* or *CSO* magazine and takes an action that monetizes the success of their business, not ours. Reader affinity is strengthened when you produce award-winning products, like *CIO* and *CSO*. As a result, new and old clients are attracted to investing in a publication that stays true to its mission and continues to satisfy readers.

Q When you talk to customers, what are the most pressing concerns on their minds these days, and what is CXO Media doing to address those concerns?

A The concerns of *CIO* and *CSO* readers are summed up in two words: business value. Gone are the days of technology for technology's sake. Whether it is crafting an enterprise-wide CRM program or implementing a security procedure that improves business continuity, the lens every C-level executive must peer through is this: how will this acquisition of technology and/or security create business value for the firm, its partners and customers?

Q The CIO Magazine Tech Poll is closely followed by mainstream media. Do you share monthly *CIO* Tech Poll results with customers?

A Absolutely. The CIO Magazine Tech Poll is a great tool for keeping in touch with clients. Every 30 days our sales team has the opportunity to call or send an e-mail to client senior management with Tech Poll findings. The poll is also a strategic vehicle for our News & Information group, helping us garner regular coverage in major media outlets, like Investor's Business Daily, CNBC's Squawkbox and CNNfn. In fact, often our customers will call to say they saw the recent results in the newspaper or on TV. It's really an excellent thought-leadership engine for the company.

Q When speaking to customers, how do you present your publications' value proposition?

A For *CIO* and *CSO* magazines, we leverage market research to prove the importance of these executive titles in every notable technology purchase. For 10 consecutive years, Intelliquest Research has reported *CIO* magazine readers manage the largest IT budgets in America. In fact, both *CIO* and *CSO* magazines invest heavily in editorial and purchase pattern research, such as Intelliquest. Many of our direct competitors compete solely on price. Our job at CXO Media is to form high-level, deep relationships with the most senior marketing executives at technology companies. When we do that, we most often earn the lion's share of the business.

Q What keeps you up at night?

A My 65-pound yellow Lab when she jumps on our bed in the middle of the night! Seriously, I worry most about when CEOs of publicly traded companies will start managing their firms for long-term economic growth and pay less attention to meeting Wall Street expectations. As CEOs become more confident in managing their business focusing on long-term results, they will invest more heavily in technology and marketing — two areas of concern to all members of the IDG family. WU

Global Media Institute 2004 speakers

The agenda for the IDG Global Media Institute is modified to reflect the current business environment and key concerns facing senior IDG leadership. The overall focus of this year's GMI was how to strike the critical balance between preserving and enhancing short-term profits while pursuing long-term growth. Speakers and their topics for the 2004 Global Media Institute included the following:

Pat Kenealy, CEO, IDG
The State of IDG

Kevin White, research manager, IDC
The Market and Economy

Ted Bloom, CFO, IDG
Steve Pelosi, manager, financial analysis, IDG
Matt Smith, CFO, Computerworld
Budgeting, Forecasting and Finance

David Korse, president, IDG World Expo
New Business Development

Michael Greeley, managing partner, IDG Ventures
Business Plan Development

Lew McCreary, editor-in-chief, *CSO*
Paul Gillyon, managing director, IDC Life Science Insights
Doug Gold, VP, business development, IDG World Expo
Kathy Dinneen, president, IDG Research Services Group
Market Research Panel

Deb Goldstein, president, IDG List Services
Managing the Impact of External Factors on Your Business

Kevin Krull, VP, business operations and legal affairs, IDG
Evaluating Business Unit Health

David Hill, president & CEO, International Publishing Services
IDG Culture

Evilee Thibeault, CEO & Publisher, Network World, Inc.
Bob Carrigan, publisher & CEO, Computerworld, Inc.
Kevin McKean, CEO & editorial director, InfoWorld
Leadership Panel

Evilee Thibeault
Leadership

GMI

continued from page 1

have evolved to reflect the growing importance of other business areas — notably research, events and online — to IDG's overall product lineup. In 2001, the program was re-christened the IDG Global Media Institute.

Global Media Institute Class of 2004: Front row, l-r: **Ellen Romanow**, executive VP, sales and custom publishing, CXO Media; **Terry Croci**, senior director, marketing, Network World; **Ulla McGee**, general manager, online, PC World; **Alan Bergstein**, president & publisher, Bio-IT World; **Chad Dickerson**, chief technology officer, InfoWorld; **Jason Snell**, editor-in-chief, Mac Publishing; and **Clare Gillan**, group VP, New Ventures, IDC. Back row, l-r: **Matt Sweeney**, VP, national associate publisher, Computerworld; **John Jones**, senior group publisher, IT World Canada; **Wayne Silverman**, associate publisher, PC World; **Bisser Boev**, managing director, IDG Bulgaria; **Dario Dal Piaz**, general manager, IDG Brazil; **Søren Queitsch**, managing director, IDG Denmark; and **Matt McAlister**, VP & general manager, online, InfoWorld.

IDG WORLD UPDATE

Held this year at The Hotel@MIT in Cambridge, Mass., the program aimed to give the 14 participants, representing 12 business units from five countries, a deeper awareness of the strategic issues and leadership challenges facing IDG; an appreciation of the nature and importance of IDG's culture, values, and norms; access to a substantial network of IDG management-level colleagues; and an opportunity to further develop key business skills.

To achieve those objectives, each agenda is built and modified based on input from business unit leaders, the IDG Management Team and past participants in the program, according to **Laurie Butson**, senior training and development specialist. "We tap into a number of different sources to uncover the most current needs across IDG, thus allowing us to create the most timely and relevant program reflecting where IDG is as a whole."

Key to the program's success is the willingness of IDG's most senior executives, many of whom are program graduates themselves, to participate as presenters. "Attending the Global Media Institute in 2001 was one of my greatest experiences at IDG," said InfoWorld CEO **Kevin McKean**, who was then editorial director at *PC World*. "I found the presentations by the top executives at other IDG business units to be the best part of the program. They gave us a real look inside their companies — not just a PR gloss — and described the problems they were facing and how they planned to cope with them. Having spent many years at other companies, I was amazed by their candor and later came to believe that IDG's decentralized culture makes it easier for that to happen," he said.

Network World Publisher & CEO **Evilee Thibeault**, "a proud graduate of the Publishing Institute class of 1992," said she finds the IDG relevance and timeliness of the program to be its greatest attributes. "When I attended the Publishing Institute in 1992, the business challenges were different. We didn't have Web sites. The value of this program is the opportunity to learn from IDG leaders in the moment — with today's set of business circumstances whether it's boom, bust or recovery."

McKean, Thibeault and Computerworld President & CEO **Bob Carrigan**, teamed up to host a "Leadership Panel," where each presented some brief thoughts about what makes for a successful leader at IDG. "I emphasized the importance of dealing honestly and directly with today's business realities – not yesterday's," Carrigan said. "Leaders should be focused on innovating based on what is required by today's consumers of information and by today's advertisers and marketers. I also discussed the importance of getting teams focused on constant improvement, quarter over quarter, despite market conditions. You may not hit your exact goals, but improvement and progress should be key themes in the business units."

In her presentation on "Leading through a Downturn," Thibeault said she stressed two main points. "First," she said, "I feel strongly that to lead is to serve. People wonder why I always have my Blackberry with me…it's not that I'm babysitting or keeping tabs on people. Not at all. It's all about being

continued on next page

May 17, 2004

Editor in Chief/CMO magazine (CXO)

The Editor in Chief will work with the Editorial Director to develop CMO magazine, a new monthly print publication for a niche of C-level marketing executives, creating an in-depth resource that addresses readers' work-related information needs and helps them do their jobs better, to the benefit of their enterprises and their careers. Working with the Editorial Director, the Editor in Chief will hire a top-notch editorial staff and develop them into a cohesive team leading toward the launch. Previous experience as a chief editor is strongly preferred; familiarity with the marketing profession likewise a plus. Candidates should have an excellent editorial management track record and must demonstrate experience producing top-quality editorial products. In addition, the EinC will function as the public face of the magazine, through speaking engagements and media exposure. Other key attributes: strong leadership qualities, an ability to synthesize readers' expressed needs into a clear publication vision and mission, and great communication and collaboration skills. ***Location: Framingham – MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Art Director/CMO Magazine (CXO)

CXO Media is looking for an Art Director to join in the launch of CMO, a new monthly magazine for marketing executives. Responsibilities will include contributing to the initial design of the magazine, working with the design director and editorial team to develop the overall look and feel of this new product. The ideal candidate will possess 10+ years of design experience, with 3 or more years in an editorial environment, as well as experience managing other designers. Publication design, and/or redesign experience required, along with excellent project management expertise and ability to manage a budget. A strong visual sense, creative agility and ability to juggle while on deadline are essential. Excellent communication and collaboration skills are required, as well as a dedication to quality control. A sense of humor: required. Candidates should have a superb editorial design portfolio, a degree in graphic design and proficiency with QuarkXPress, Photoshop and Illustrator. ***Location: Framingham – MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Contract Administrator (IDC)

The Finance Group at IDC is seeking a highly motivated, energetic and flexible Contract Administrator who will review and approve IDC contracts as part of a collaborative finance/sales team. The IDC Finance team works together to maintain accuracy and integrity of all IDC's financial statements, financial systems, and assets, serving the needs of a growing and entrepreneurial company. Key responsibilities for the Contract Administrator will include the monthly approval of all sales contracts, working with the billing team to ensure timely processing of invoices, reconciling approved contracts against invoices, and making adjustments accordingly. We are seeking an individual with strong analytical and computational skills, as well as strong communication skills (both verbal and written). Experience working with standard Microsoft Office software, including proficiency with Microsoft Excel is required. The Contract Administrator will be dependable, well-organized, and an excellent collaborator and communicator. The Contract Administrator's role requires attention to detail. This position requires a minimum of five years working experience in a business environment, preferably in accounting or a sales contract support role. A college degree is preferred, or adequate equivalent professional experience. Industry knowledge is helpful but not required. This position does not require travel and is located in our Framingham, MA office. Relocation is not available for this position.

Contact: Email: idc_jobs@idc.com

Senior Analyst Account Manager (IDC)

The Global Access Group is seeking a Senior Analyst Account Manager to become part of a team that supports our technology clients with IDC research. This position affords an excellent opportunity to work with a portfolio of major accounts to deepen client relationships, manage deliverables and achieve maximum business results. The position will require the development of in-depth knowledge of IDC research and client needs. The Senior Analyst Account Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working pro-actively with client contacts to develop business and to define new service offerings. The Senior Analyst Account Manager will have significant contact with senior level clients at major IT Vendors, IDC Research Analysts on a global level, and the IDC sales teams. Requirements include a knowledge of the Information Technology Industry, 5-7 years related client relationship experience. Must also have the ability to work within a team environment, superior verbal and written communication skills, exceptional project management and be self-starting. A college degree is required. The position is based in Framingham, MA.

Contact: Email: idc_jobs@idc.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Client Service Representative (Life Science Insights)

Life Science Insights ("LSI"), an IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market - biotech and pharmaceutical companies and the technology companies that support them. LSI is looking for a Client Service Representative ("CSR") to work closely with the LSI sales force and its customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The CSR will be part of team that provides superior support to a designated client base. Specific responsibilities include: being the primary customer service contact for the client base; managing all incoming questions/issues and providing resolution; coordinating training for new customers on LSI resources; coordinating briefings between customers and analysts; assisting with billing and invoicing issues; partnering with Finance to reconcile monthly booking information; and entering customer information into sales databases. Additionally, CSRs are responsible for assisting sales staff by creating reports, inputting orders, working on account strategy and building relationships within all client sites. Ideally, the CSR role spends 40% of their time on internal issues and is then focused 60% of the time on addressing external needs. A Bachelor's degree (or equivalent experience), with 1-3 years of business experience required. Prior experience as a Customer Service Representative in biotech, pharma or IT, a plus. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems. Working knowledge of Lotus Notes and Microsoft Office Suite preferred. This position is based in IDC's Framingham, MA office location.
Contact: Email: idc_jobs@idc.com

Research Director (Life Science Insights)

Life Science Insights ("LSI"), an IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market - biotech and pharmaceutical companies and the technology companies that support them. We are currently seeking a Research Director to co-manage and coordinate the development of a new research practice focused on presenting therapeutic, medical device, and technology analysis to the pharmaceutical and financial communities. This individual will be responsible for driving and implementing new research products that evaluate the financial impacts of medical and scientific breakthroughs on companies in the life sciences. The Research Director will participate in monthly conference calls and one-on-one calls with clients to discuss the implications of new medical research. The Research Director will help organize and survey panels of MDs and Ph.D. to understand the impact, adoption, and side effects of new therapeutics and devices. In addition, the individual will directly supervise the work of others, as well as participate in the recruitment, training, review of work and performance evaluation of staff. This individual will report to the Vice President of Research for LSI. Candidates should have 8-10 years of professional experience, posses an MD and preferably have an MBA, be a creative and strategic thinker with broad management experience who can turn plans and ideas into actionable programs. Experience working in an entrepreneurial environment and knowledge of the Life Science, biotech, pharmaceutical and IT industries is highly desirable. Successful candidates will have strong analytical skills, as well as an outstanding oral, written and presentation skills.
This position is based in IDC's Framingham, MA office with travel as required.

Java Developer (IPS)

IDG International Publishing Services is seeking a full-time Java developer to help support and extend the company's shared online publishing infrastructure, as well as the services provided by IPS to the IDG community. Responsibilities include performing the design, coding and testing necessary to maximize the use of a shared system for online visitor registration and commerce across IDG business units, and doing the same for other shared online systems as well as internal service systems. The position requires the ability to work independently, collaborating directly with users and other technical staff at all levels of the organization. Candidates must have a minimum of four years experience in web application development with Java, encompassing OOD, servlet programming, JSP and use of the STRUTS framework. Experience with XML, web services and e-commerce applications are a plus. College degree strongly preferred. ***Location: Boston - MA***
Contact: J. Lynch, Fax: 508-935-4600, Email: jljobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Coming up

Mobile and Wireless World
May 24-27
JW Marriott Desert Spring Resort
Palm Springs, Calif.
www.mwwusa.com/

Mexico Business Wireless 2004
May 27
www.idc.com

IDG Global Online Meeting
June 17-18
Fairmont Hotel
San Francisco
Contact Morris Effron
morris_effron@idg.com

Digital World 2004/ CompuNet 2004
July 7-10
INTEX Shanghai

Business Intelligence Conference
June 22
American Chamber of Commerce
São Paulo, Brazil
www.idc.com/events

Macworld Conference & Expo
July 12-15
Boston Convention & Exhibition Center
Boston
www.macworldexpo.com

IDC Brasil Storage and Infrastructure Vision
Aug. 18
American Chamber of Commerce
Sao Paolo, Brazil
www.idcbrasil.com.br

LinuxWorld China
Aug. 24-26
The Kerry Center Hotel Beijing
www.linuxworldchina.com

Storage Networking World/Europe
Sept. 7-8
Frankfurt Messe
Germany
www.snweurope.com/

Portable Power Conference & Expo
Sept. 12-14
Argent Hotel
San Francisco
www.portablepowerconference.com

continued from previous page

available to people when I can help them to be successful."

Acknowledging the difficulty of leading through the downturn of the past several years, Thibeault said that the tough times have nevertheless revealed opportunities "and taking advantage of those opportunities when they present themselves is a key characteristic of leadership."

As in years past, participants worked in small groups throughout the week on a case study examining a business challenge being faced by IDG business units today. At the end of the four-day program, each group presented its plan to a "board," which this year was composed of IDG International Publishing Services President & CEO **David Hill**, Carrigan and McKean.

"The challenge was to expand revenue beyond traditional advertising and since that it a challenge faced by all of us these days, it was especially interesting to hear the presentations, all of which were filled with good ideas," McKean said.

"I felt a little like I was part of a reality TV show, with three groups competing against each other for the prize!" Carrigan joked. "But seriously, a lot of hard work was put into the presentations and it was interesting to see how the groups approached problem solving.

The benefits of programs such as the GMI extend long after the last speaker's presentation. "I've already been in touch with a few people from the GMI to either share information or follow up on opportunities that we discussed during the meeting," said Network World Senior Director, Marketing **Terry Croci**. "I've also met with a few people at Network World to share some specifics about what I learned or thought might be valuable to them. Even if we don't end up implementing any of the ideas, they sparked discussion, new ways of looking at things and new ideas."

Summing up his experience during the four days, IDG Denmark's Queitsch sounded a very positive note. "It was great to have a chance to meet other IDG managers and to see how much talent there is in the organization. It gives me the belief that with colleagues like that, things can never go too wrong!"

For more information on the Global Media Institute, contact Laurie Butson at laurie_butson@idg.com.

The IDG Global Media Institute is designed for a business unit's most senior level managers. Participants include directors, publishers, VP's new country managers and business unit presidents from all IDG units worldwide. Nominations are received from business unit leaders and IDG Management Team members.

Readers snap up *Macworld Italia*'s redesigned issue

Market leader *Macworld Italia* has put extra distance between itself and the competition by unveiling a major redesign with the April issue. With a larger format (23 cm x 28.5 cm, or 9 x 11.2 inches), stylish graphics, easier-to-read style and expanded editorial coverage of today's mobile/digital lifestyle, readers immediately showed they liked what they saw. Newsstand sales for the April issue went from an average of about 9,000 to 13,500. Apple Computer, Inc. was solidly behind the re-launch with its advertising, as *Macworld Italia* drew even more market share away from primary competitor *Applicando*, which is having a host of problems recently.

Macworld
Nuovo!
iPod
Senza segreti
20
Mac OS X
Panther
IL MANUALE CHE NON C'È
Macworld
APOGEO
O'REILLY

A 100-page abstract of the book "Mac OS X: The Missing Manual, Panther Edition" by Mac expert David Pogue accompanied the April issue.

IDG Italy heavily promoted the new *Macworld* with playbills throughout the country, special magazine displays at major Italian airports, print and Web advertising on IDG Italy properties and non-IDG publications and sites including Italy's two major daily newspapers.

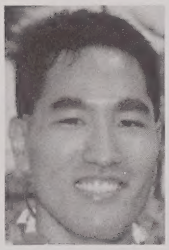
Also in April, IDG Italy also released a special publication focused on digital creativity, another edition in its successful series of *Macworld Extra* titles. The single-topic, pocket-size guidebooks, which IDG Italy issues quarterly under the *Macworld* and *PC World* brands, have proven to be a lucrative route to increasings reader and advertising revenue. The newest edition was packed with four CD-ROMs with shareware, additional editorial materials and a DVD of the film *Johnny Mnemonic*. The publica-tion's editorial contents included an in-depth guide to iLife, the Apple suite for digital creativity, a digital photo guide and digital video tutorials on creating special effects with iMovie.

*Write to Marketing Assistant **Claudia Cavalleri** at claudia_cavalleri@idg.it.*

noteworthy people

Phompakdee

Floreán



Haruki

New employees

Previously a senior accounts payable specialist with UTStarcom, **Von Phompakdee** joins *PC World* as an accounting coordinator. He holds a B.A. in English from the University of Iowa and enjoys hiking, tennis and photography. He recently taught himself to swim and is "finishing a few books like Milton's *Paradise Lost.*" *von_phompakdee@pcworld.com*

Stephen Loynd joins IDC Framingham as a CRM and Customer Care BPO Research senior analyst, coming from Sakon LLC, a privately held telecommunications company, where he was director of sales and marketing. He holds a B.A. in English and history from Colby College in Waterville, Maine, and an M.A. in international relations from Baltimore's John Hopkins University's School of Advanced International Studies. *sloynd@idc.com*

Based at IDC Mexico, **Alejandro Floreán** is now IDC Latin America's new research manager, coming from his role as enterprise solution manager with Select. He holds a degree in electronic and communications engineering from Mexico City's Instituto Politecnico Nacional and tries to balance his personal, family and professional lives. *aflorean@idc.com*

IDC EMEA has hired **Alexia O'Sullivan** as marketing manager. She previously worked for Oracle Corp. as a senior EMEA analyst relations manager. She holds a B.A. from University College London, an M.S. from the London School of Economics, an advanced diploma in communication studies from the CAM Foundation, and a postgraduate diploma from the Chartered Institute of Marketing. Fluent in French and Dutch, she enjoys traveling, cinema, reading and fine dining. *aosullivan@idc.com*

Lynn Holmlund is CXO Media's new marketing communications coordinator. She held three different internships at Staples, Inc. in advertising, sports marketing and field marketing. She holds a B.S. in marketing from Bentley College in Waltham, Mass., and an M.A. in communications from Boston's Suffolk University. She enjoys the beach, canoeing and indoor rock climbing. *lholmlund@cxo.com*

Returning employees

Eric Haruki returns to his role as research manager in IDC's Displays and Projectors division, tracking and analyzing the evolution of the worldwide digital projector market, as well as the markets for plasma and LCD TVs. After leaving IDC, he worked for DTC Consulting and then wrote research papers for Hewlett-Packard's Digital Projectors division and Pacific Media Associates. He holds a B.A. in philosophy from Occidental College in Los Angeles and is also a 2003 graduate of the San Diego Culinary Institute. He enjoys hiking, biking, camping and tech gadgets. *eharuki@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

2004 IDG Global Online Meeting set for June 17-18 in San Francisco

Plans are under way for a functional meeting, open to all IDG business units worldwide, focused on exchanging best practices across all aspects of online publishing. Cutting across editorial, sales/marketing, technology and business development lines, the meeting will explore some key themes and issues in the marketplace such as reader revenue, incremental vendor revenue, partnerships, internal collaboration, and traffic measurement, analysis and application.

The format will be a combination of presentations to the whole group, including opening and closing remarks by IDG CEO **Pat Kenealy**, and some parallel session tracks organized by business issue and functional area.

IDG International Publishing Services VP/IT **Morris Effron** is organizing the event with the cooperation of publishers and online executives around the company. If you are interested in attending, or have suggestions for topics and presentation speakers, contact Effron at morris_effron@idg.com. Contact IDG Travel Services Director **Lyndsey Pomella** at lyndsey_pomella@idg.com for hotel and travel arrangements. The conference will be held at The Fairmont Hotel in San Francisco (www.fairmont.com/sanfrancisco.)

The new IDG Central debuts May 24!

Log on to www.idgcentral.com on May 24 and check out IDG's intranet and its news-oriented format, including easy access to the IDG News Service's top stories. A "Meet Your Colleague" feature, writing workshops, useful Web sites, local news sections, a link to the IDG Publications database and more are among the new offerings. You can still read *IDG World Update*, search the online IDG Directory and view many other updated resources.

Prizes will be offered in a series of IDG Central contests beginning May 24. Be sure you have your login and password, which will carry through from the current IDG Central. If you need a new login and password, request one online today.

Get your free passes to Boston's Children's Museum, Museum of Science

As a corporate member of both the Museum of Science in Boston and the Children's Museum, IDG has a limited number of exhibit hall passes to both museums that are available to employees.

Museum of Science tickets are good through September and you may request up to 10 tickets. Children's Museum passes are valid through June 15, 2005, and you may request up to four.

To request tickets, please send an e-mail to world_update@idg.com and provide your name, business unit address and number of passes you would like to receive.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Michelle Reyes *PC World*

19

Diane LaLumiere *IDC*

17

Mary Musgrave *IDC*

15

Brian Clarke *IDC*

14

Sergio Rizzi *IDG Italy*

13

Megumi Okamoto *IDG Japan*

12

Jean Dellarobba *Computerworld*

11

ana Thorat *IDC*
José Laco *IDC U.K.*

10

Daniel Kusnetzky *IDC*
Michael Lasky *PC World*

9

Tatiana Engurasoff *IDC*
Dorothy Allen *IDC*
Michael Goldberg *CXO Media*

7

Christine Tenneson *IDC*
Robert Amatruda *IDC*
Stephen Drake *IDC*
Matthew Bennett *Digit*

6

Schelley Olhava *IDC*
Anna Kerr *IDC*
Peter Smith *Computerworld*

5

Yvonne Engsig *IDG Denmark*
Rikki Kirzner *IDC*
James Nagle *IDC*
Chandra Tallman *CXO Media*
Tomas Gonzalez *IDG Spain*
Lionel Lamy *IDC U.K.*

4

Jay Gumbiner *IDC*
Paul Honens *IDC*
Ronald Kaplan *IDC*
Susan Feldman *IDC*
Andrew Mayes *IDC*
Luisa Garcia *IDC*
Brian Bingham *IDC*
Thomas Heim *IDC*
Annie Slobagan *CXO Media*
Lily Lin *IDC China*
Todd Weiss *Computerworld*
Bill Rigby *Computerworld*
Jenny Nieminen *IDG Sweden*
Maria del Carmen Rodrigo *IDG Spain*

3

Richard Clooke *PC Advisor*
Kevin Gerich *Computerworld*
Anders Huldt *IDG Sweden*
Justin Then *Computerworld Malaysia*
Jiro Hirose *IDG Japan*
Andreas Auer *IDG Germany*

2

Kyong-Min Kim *IDC Korea*
Claudia Campos *IDC Mexico*
Javier Hernandez *IDC Mexico*
Laura Cano *IDC Mexico*
Rosa Maria Peñalva *IDC Mexico*
Elisabeth Raphel *InfoWorld*

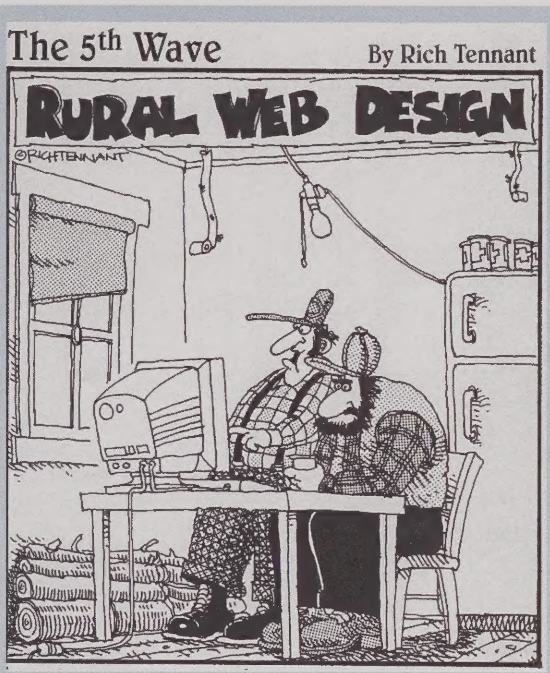
1

Inger Braae *IDG Denmark*
Alicia Fuce *IDC*
Stephen Elliot *IDC*
Wu Zhou *IDC*
Daniel Booher *IDC*
Joshua Martin *IDC*
Patricia McGinnis *IDC*
Joan Crooker *IDC*
Irene Chow *IDC Hong Kong*
Catherin Bennett *IDC Australia*
Shantini Singh *IT World Canada*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

for fun off line

Congratulations to all our enthusiastic caption contributors. Winner **Rob Hailstone** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.



"OK, we've got the logs in. Now why won't it start?"
Rob Hailstone *IDC U.K.*

Honorable mentions

"Well, Red, as yer bin sayin' all along, the re-set button is the handyman's secret weapon."
Jeannie Button *IT World Canada*

"I reckon we better stick up more of that flypaper if we want to get all of the 'bugs' out!"
Jane Jordan *IDG*

"Why is that every time I click the 'hot link,' button, a picture of your brother's sausage company pops up?"
Bill Ganci *IDC*

"Okay, Earl, now how do we get the three-dimensional view of that squirrel?"
Sandra Gittlen *Network World*

Rich Tennant's original

"What you want to do, is balance the image of that pick-up truck sittin' behind your home page, with a busted washing machine in the foreground."

celebrating 10!

Name
Ken Xie

Home
Beijing

Joined IDG
April 4, 1990

Career path since joining IDG
1990-1992: Deputy Manager, Communications department, IDG China; 1992-2004: General Manager, IDC China.

Current title
General Manager, IDC China

Most challenging parts of your job
New-product service development, resource management and meeting deadlines.

Best parts of your job
Strategic-level consulting, client-relation maintenance, new service and new product development, and research methodology development.

Moment at work you will never forget
Moving to Times Square during IDC China's big expansion in 2000.

What's kept you at IDG for 10 years?
Room for creativity, friendly relations with colleagues, providing value to the client, and the opportunity to use my own judgment in managing the operation.

Best way someone could compliment you on your work?
A written compliment or incentives (company-paid trips, gifts, concert tickets, etc.).

Interests outside the office
Travel and tourism, photography and computers.

Family
I have a happy family life with a nice wife and a beautiful daughter. My wife works for an insurance company; my daughter is 18 years old and doing very well in school.

Most rewarding thing you've ever done
Successful research projects I have designed/managed, e.g. a Provincial PC Tracker for Lenovo.

What talent do you wish you had that you don't have?
Professional business strategy consulting skills.

Recent accomplishment
IDC China revenue grew from US$1.5 million in 2000 to $2.1 million in 2003.

One possession you'd grab if your house were on fire?
A laptop computer manufactured in the 1980s.

Ken Xie** celebrated more than a decade of service to IDG China at a recent lunch with IDG Chairman **Pat McGovern.

If you won the lottery tomorrow, you would
Run a high-class Internet café.

Favorite vacation spot
The Maldive Islands

Your idea of a perfect day alone?
Lying on the beach under the palm trees, daydreaming.

Retirement dreams?
Writing a book recording all my good feelings in this lifetime.

Manager's profile
"Ken started as a co-founder of IDC's operation in China in 1992 when the Chinese IT market was just emerging. Over the years, he has provided valuable consulting services to numerous multinational and domestic clients wishing to expand or enter the Chinese market, helping them effectively design go-to-market strategies. With 14 years of professional experience, Ken is very sensitive to the changes in the overall Chinese market and is the author of IDC's annual IT forecast and analysis of China. While maintaining professionalism at work, Ken makes friends with his good sense of humor and easygoing manner."

— Alan Hsieh, IDC Greater China Managing Director

Read your copy of *World Update* the day it's printed

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Karen Ren *IDG China*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG Entertainment wins bid to publish *Star Wars* fan magazine

IDG Entertainment is going Hollywood with its latest project and for Senior Vice President Editorial and Creative Services **Francis Mao**, it's a dream come true. The company has inked a deal with *Star Wars* creator Lucasfilm Ltd., to assume responsibility for publishing *Star Wars Insider*, its bimonthly fan magazine, now almost 20 years old.

MICHELE NELSON

IDG Entertainment's ***Francis "Darth" Mao*** *brandishing a light saber in his office, called the opportunity to publish the Star Wars Insider fan magazine "a dream come true."*

The company plans to unveil the completely redesigned and updated magazine on July 21 at the San Diego Comic Con, the biggest comic book industry event of the year. "To say I'm a *Star Wars* fan is a bit of an understatement," said Mao (now known around the office as "Darth Mao"). With a collection of more than 250 *Star Wars* action figures on display in his office, Mao said, "*Star Wars* continues to be a huge passion of mine. There are few brands as recognized and beloved as *Star Wars*. We seek to capture that enthusiasm and present different aspects of it in every issue of *Star Wars Insider.*"

Star Wars Insider covers all aspects of the *Star Wars* phenomenon with a strong focus on the fan experience, whether it be about the core movies or ancillary products such as *Star Wars* novels, toys, collecting, video games, trivia, conventions and events, Mao said. "Lucasfilm wants this magazine to be approachable by both the diehard fan as well as the new fan who may only be familiar with the recent movies and may not even have been born when the original trilogy came out."

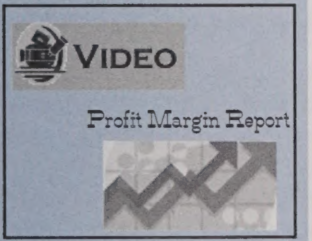
Mao said his team — diehard fans all — plans a complete redesign as well as the updating of all departments and features to reflect a more mainstream appeal — "much as we present the video game genre with *GamePro* magazine," he said. "We will also focus on any and all Lucasfilm-related projects such as Indiana Jones and the various Hollywood blockbusters that Lucasfilm subsidiaries like Skywalker Sound and Industrial Light and Magic do work for."

Every issue will also feature a department called "Bantha Tracks," which will focus exclusively on fan-

continued on page 5

IDG's intranet, IDG Central, relaunches with new focus

May 24 marks the first day of a new era for IDG's intranet, IDG Central (www.idgcentral.com). The site has been redesigned, updated and revitalized with a news-focused home page designed to draw employees to IDG Central more frequently to take advantage of numerous corporate and external resources.



Space for video clips and other special features, as well as the IDG publications profit margin chart, will be on the home page of the new IDG Central.

For the past year or so, ever since the functions of the former IDG Global Communications were parceled out to other business units, IDG Central has had minimal maintenance. "We wanted to step in and give IDG Central a chance to live up to its potential and play an important role in helping employees navigate our decentralized company," said IDG International Publishing Services President **David Hill**. "Since IPS had already taken on overseeing IDG.com and IDG.net, and the staff of *IDG World Update* and IDG Corporate Communications are now co-located at IPS, it made sense for us to manage IDG Central as well."

Top stories from *IDG World Update* and the IDG News Service as well as recent IDG press releases comprise the news-oriented center of IDG Central's home page. There's a link to the rest of *World Update*'s weekly stories and a new "submit news" link that brings up a form to make it easier for employees to provide basic details that the *World Update* staff can follow up on. *World Update* will no longer use a separate URL (www.idgworldupdate.com) so that more employees will be able to see and access the other IDG Central offerings.

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in brief newsworthy

Fortune and *Newsweek* among several publications featuring Pat McGovern this month

IDG Chairman **Pat McGovern** has had a flurry of media coverage in May, much of it resulting from a recent press tour, and following his appearance in a feature in *Inc.* magazine's "25 Entrepreneurs We Love" (see *IDG World Update*, March 22, 2004). The May 17, 2004, edition of *Newsweek* (online and subscriber print edition) included a Q&A that covered, among other topics, IDG's venture capital fund in Vietnam and the most unusual dish McGovern has eaten during a banquet in China (scorpions).

B to B
MEDIA Business
THE MAGAZINE FOR BUSINESS PUBLISHING EXECUTIVES
STATE OF THE B-TO-B MEDIA
Will advertising ever bounce back?
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Creative packages help drive sales
Page 20
PAY-PER-VIEW CONTENT
Ovid experiment generates $1M
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ON THE MOVE
Dyson joins CNET Networks
Page 22
A supplement to B2B
Top Innovators
Our inaugural awards honoring the best and brightest media business professionals

*IDG Chairman **Pat McGovern** is one of three top publishing executives who will receive a Top Innovators in Business Publishing Award next month.*

McGovern also appears in the May 31 issue of *Fortune*, a one-page interview in which he reflects on surviving the cyclical nature of the IT industry, his first visit to China and IDG's early days in Russia, when a publishing partner refused to print 15 full-page ads from major Western IT companies because the licensee considered them "boring."

McGovern was also featured on the May cover of *BtoB Media Business*, a magazine for business publishing executives (www.mediabusinessonline.com). He is one of three top executives receiving the publication's Top Innovators in Business Publishing Awards, which recognize publishing professionals who have found new ways to generate revenue, cut costs and inspire employees to do both. (In the Editors category, *CIO* Editor-in-chief **Abbie Lundberg** was one of three editors named as a Top Innovator.) McGovern will receive his award at a ceremony in New York City on June 9.

The following day, McGovern will be honored in Boston with the American Society of Business Press Editors' Lifetime Achievement award.

*Write to IDG Manager of Corporate Communications **Susanna Hinds** at susanna_hinds@idg.com.*

WU

Coming up

LinuxWorld Conference & Expo
June 2-4
Tokyo
www.idg.co.jp/expo/lw.eng/index/html

IDG Global Online Meeting
June 17-18
San Francisco
contact: morris_effron@idg.com

Business Intelligence Conference
June 22
São Paulo, Brazil
www.idc.com/events

Macworld Conference & Expo
July 12-15
Boston
www.macworldexpo.com

2004 IDG Global Online Meeting set for June 17-18 in San Francisco

Plans are under way for a functional meeting, open to all IDG business units worldwide, focused on exchanging best practices across all aspects of online publishing. Cutting across editorial, sales/marketing, technology and business development lines, the meeting will explore some key themes and issues in the marketplace such as reader revenue, incremental vendor revenue, partnerships, internal collaboration, and traffic measurement, analysis and application.

The format will include presentations to the whole group, opening and closing remarks by IDG CEO **Pat Kenealy** and some parallel session tracks.

If you are interested in attending, or have suggestions for topics and presentation speakers, contact IDG International Publishing Services VP/IT **Morris Effron** at morris_effron@idg.com. Contact IDG Travel Services Director **Lyndsey Pomella** at lyndsey_pomella@idg.com for hotel and travel arrangements. The conference will be held at The Fairmont Hotel in San Francisco (www.fairmont.com/sanfrancisco.)

News Service correspondent receives fellowship for China conference

IDG News Service Taipei Correspondent **Sumner Lemon** was awarded a fellowship to attend the recent conference on "Controlling the Internet: Reporting on Freedom of Information and Government Transparency," held at the University of California/Berkeley and organized by the school's Western Knight Center for Specialized Journalism.

Lemon

"The speakers covered a wide spectrum of views on the development of the Internet in China and its implications for Chinese society," Lemon said, adding that he believes that the real issue with government transparency is "that there isn't any. The Chinese government has never publicly acknowledged that it censors the Internet by blocking certain URLs. This makes it harder to determine where the boundaries are, although there is some empirical evidence that has been collected that outlines what efforts are in place and the techniques that have been used."

Among the speakers were Orville Schell, the dean of the UC/Berkeley School of Journalism and author of several books on China, who spoke on the contradiction between China's economic reform and the lack of political reform. Stanford University Law School Professor Lawrence Lessig talked about how restrictive copyright laws have become in stifling creativity and innovation.

Lemon was joined by attendees from the Associated Press, the Baltimore *Sun*, *San Francisco Chronicle*, *Wired* and *New Scientist*, among other publications. A conference blog, written by one of its organizers, can be found at http://journalism.berkeley.edu/projects/chinadn/en/archives/cat_chinas_digital_future_conference.html.

Write to sumner_lemon@idg.com.

WU

one on one the interview

Shawne Burke Pecar
The VP of Consumer Marketing at PC World Communications, Inc., is this week's guest columnist. Reach her at shawne_pecar@pcworld.com.

IDG WORLD UPDATE

Circulation jargon

Single copy sales Copies sold at retail, commonly called newsstand sales.

Draw Number of single copies distributed to retail newsstands.

Sell-through Percentage of newsstand copies sold (% sale); calculated by dividing single copy sales by the draw.

Conversion Subscriber who renews a subscription once.

Renewal or pure renewal Subscriber who has renewed a subscription two or more times.

Fulfillment house A service bureau that specializes in maintaining and managing magazine subscriber files.

Soft offer An offer for a risk-free trial issue so a new subscriber can sample the magazine and then decide to pay. This offer tends to have lower pay-up but nets more paid subscription orders than a "hard offer." It is used to attract new subscribers and dominates the consumer paid magazine industry.

Hard offer A subscription offer that makes no mention of a risk-free issue. This offer tends to have higher pay-up but can net fewer paid subscribers than a "soft offer."

Q You oversee the circulation function for both *PC World* and *Macworld*, both of which are paid circulation publications. Are there any significant differences in the way circulation is handled for these publications and if so, why?

A *PC World* has 100% paid circulation totaling over one million and is audited by ABC. *Macworld*'s circulation is 63% paid and 37% controlled — totaling 405,000 — and is BPA audited. The majority of *Macworld*'s controlled subscribers are acquired from an exclusive Apple offer to recent Mac registered users, which gives us direct access to highly qualified, new and active Mac CPU buyers. We offer a one-year free subscription in either print or digital format — and 27% choose digital. Unlike our sister controlled titles, we do not re-qualify *Macworld*'s controlled subscribers and instead promote them to purchase a renewal subscription.

Both magazines are the most popular magazines for their markets with superior editorial. Despite serving two different markets (PC and Mac), both magazines have similar subscription marketing for acquiring new and renewal subscribers. Direct mail campaigns are targeted to either PC or Mac user lists. Both magazines rely on a steady flow of subscription orders from their Web sites — especially from pop-up ads and embedded order forms. The extensive renewal series for each are different, but the timing of when efforts are sent is similar.

We save money for IDG by fulfilling both titles (as well as *GamePro*) at the same fulfillment house, CDS, based in Iowa. All print collateral for direct mail, insert cards, renewal efforts and billing efforts are ordered at the same time to maximize quantities and reduce costs. Many times test ideas for one title will work for the other.

Q Why are newsstand sales important?

A Newsstand sales are an excellent barometer about the popularity of your magazine. A newsstand buyer can browse the newsstand, review several magazines and then decide to make a purchase. There is a competitive advantage when advertisers realize that you are the best-selling magazine in your category and can sell it at a higher cover price than any of your competitors. This is the case for *PC World* which sells 113,000 copies per issue at a $6.99 cover price. *PC Magazine* sells only 42,000 copies per issue at a $5.99 cover price, and *Computer Shopper* sells 66,000 copies per issue at a $4.99 cover price.

Just seven years ago newsstand sales were much different. *Computer Shopper* was selling over 351,000 copies, *PC Magazine* was selling 162,000 copies and *PC World* sold 148,000 copies. And at that time there was even more competition from *PC Computing* which sold 156,000 copies, *Windows*' 134,000 copies, *Byte*'s 124,000 copies and *Windows Sources*' 87,000 copies. Without a doubt, *PC World* has fared much better on the newsstand front than any of our competitors by moving into the No. 1 position and by a sizable margin.

PC World's editorial and research departments do online cover research every month testing three specific cover lines, future cover story ideas and two actual covers for the upcoming issue. We study how each issue sells, including our competitors — looking for the next successful cover story which will sell more copies.

Q Where do you sell the most newsstand copies?

A The most popular place where people buy their magazines is in supermarkets, especially magazines that are found near the checkout counters. And most supermarkets have a large mainline rack in their stores where many more magazines can be displayed. This is where you can find *PC World* and *Macworld*. Since there are so many supermarkets, 27% of *PC World*'s newsstand copies are purchased in this most popular class of trade. Our second source of newsstand copies is in bookstores where 17% of our copies are sold. Airports and transportation terminals account for 14% of sales, followed by discount stores (Wal-Mart, Target, Kmart) and drugstores at 12% each. Office superstores (Comp USA, Staples) account for 6% of sales, convenience stores 4% and traditional/miscellaneous newsstands account for the remaining.

Q Has the Internet had a significant impact on how you do your job? How do you acquire subscription orders from your Web sites (PCWorld.com and Macworld.com)?

A The best and most economical source for new paid subscribers is from our popular Web sites. We have learned over the years how to maximize order production with the use of embedded subscription forms on every Web page, pop-up subscription ads and prominent links on the home page, including most other Web pages.

Subscribers are also able to manage their subscrip-

continued on page 5

$50 AmEx gift certificate awaits winner of IDG Central scavenger hunt

For the next three weeks IDG Central will sponsor a scavenger-hunt contest.

You will find the answers to the following five questions on the IDG Central site. Send your answers to idgcentral@idg.com. All correct entries will be entered in a random drawing for a $50 gift certificate. Good luck!

1. What *Computerworld*-sponsored event is being held in Orlando, Fla., Oct. 25-28?
2. The local time what three cities (in addition to your own) is displayed on the home page?
3. What *PC World* publication was most profitable for the month of March?
4. What two fundraising events are listed in the Boston/Framingham Local News Section?
5. Name the Cape Cod community where Pat Josefek is selling a two-bedroom house.

Act fast! Entries must be received by Thursday, May 27 to be entered in the drawing. The winner will be announced in next week's issue -- and on IDG Central!

IDG Central

continued from page 1

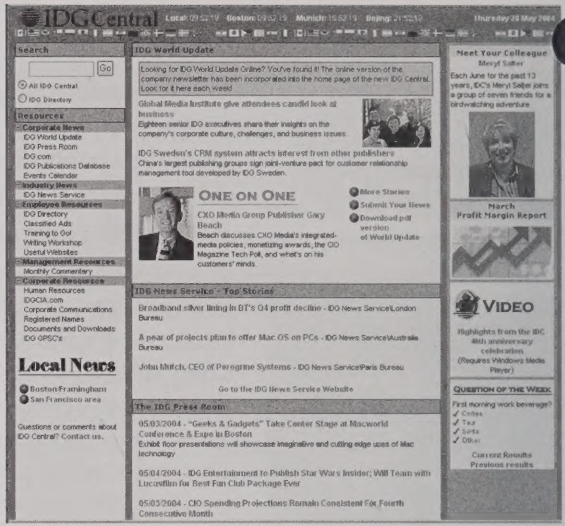
The IDG News Service's top headlines will change as major news breaks throughout the day, and readers can access those full stories directly from IDG Central. If users want more stories, they can link to the password-protected News Service site.

IDG Central's navigation bar consists of five areas: Corporate News, Industry News, Employee Resources, Management Resources and Corporate Resources. The following highlights just some of the content:

- The Publications Database, maintained by IDG Global Solutions in the U.K., currently links to the publications tab on IDG.com. It includes circulation, frequency, publication and readership profiles, rate card information and other details on titles within IDG's global portfolio.
- A calendar of IDG events worldwide in chronological order.
- A Writing Workshop section featuring a new grammar column with four new tips per week authored by *PC World* Senior Copy Editor **Steven Gray** and retired *PCW* Senior Copy Editor **Barbara Lewis**.
- Corporate Communications pages with company logos, press release boilerplate, presentation templates, company milestones by year and many other essential resources.
- A post-it-yourself classified ad section for vacation rentals, items for sale, and more.
- Human Resouces pages with links to http://hr.idg.com for U.S. employees, the Training to Go! catalogue of training materials that can be reserved by employees worldwide, IDG job lists, and more.

Other items on the IDG Central home page:

- A weekly "Meet your colleague" feature.


IDG Central Local: 09:52:19 Boston: 09:52:19 Munich: 15:52:19 Beijing: 21:52:19 Thursday 20 May 2004

Search
Go
○ All IDG Central
○ IDG Directory

Resources
Corporate News
IDG World Update
IDG Press Room
IDG.com
IDG Publications Database
Events Calendar
Industry News
IDG News Service
Employee Resources
IDG Directory
Classified Ads
Training to Go!
Writing Workshop
Useful Websites
Management Resources
Monthly Commentary
Corporate Resources
Human Resources
IDGCIA.com
Corporate Communications
Registered Names
Documents and Downloads
IDG GPSC's

Local News
● Boston/Framingham
● San Francisco area

Questions or comments about IDG Central? Contact us.

IDG World Update

Looking for IDG World Update Online? You've found it! The online version of the company newsletter has been incorporated into the home page of the new IDG Central. Look for it here each week!

Global Media Institute give attendees candid look at business
Eighteen senior IDG executives share their insights on the company's corporate culture, challenges, and business issues.

IDG Sweden's CRM system attracts interest from other publishers
China's largest publishing groups sign joint-venture pact for customer relationship management tool developed by IDG Sweden.

ONE ON ONE
CXO Media Group Publisher Gary Beach
Beach discusses CXO Media's integrated-media policies, monetizing awards, the CIO Magazine Tech Poll, and what's on his customers' minds.

● More Stories
● Submit Your News
● Download pdf version of World Update

IDG News Service - Top Stories

Broadband silver lining in BT's Q4 profit decline - IDG News Service\London Bureau

A pear of projects plan to offer Mac OS on PCs - IDG News Service\Australia Bureau

John Mutch, CEO of Peregrine Systems - IDG News Service\Paris Bureau

Go to the IDG News Service Website

The IDG Press Room

05/03/2004 - "Geeks & Gadgets" Take Center Stage at Macworld Conference & Expo in Boston
Exhibit floor presentations will showcase imaginative and cutting edge uses of Mac technology

05/04/2004 - IDG Entertainment to Publish Star Wars Insider; Will Team with Lucasfilm for Best Fan Club Package Ever

05/03/2004 - CIO Spending Projections Remain Consistent For Fourth Consecutive Month

Meet Your Colleague
Meryl Salter
Each June for the past 13 years, IDC's Meryl Salter joins a group of seven friends for a birdwatching adventure

March
Profit Margin Report

VIDEO
Highlights from the IDC 40th anniversary celebration
(Requires Windows Media Player)

QUESTION OF THE WEEK
First morning work beverage?
✓ Coffee
✓ Tea
✓ Soda
✓ Other
Current Results
Previous results

The new IDG Central (beta version above) will more clearly feature company and industry news stories and promote new additions to the site.

- Space for video and audio clips. First up is a video with speaker highlights from IDC's 40th anniversary dinner, including Chief Research Officer **John Gantz**'s reading of his original poem about IDC's history.
- Local News sections beginning with the Boston/Framingham and San Francisco areas.
- A question of the week.

While the people who spearheaded the overhaul of IDG Central are IPS staff (VP/IT **Morris Effron**, Domino Developer **Patrick Kenney** and *IDG World Update* editors **Penny Winn** and **Patricia Smith**, Hill noted that IDG Central belongs to all of IDG and will be constantly evolving. "If anyone has an idea for a resource or new section that can be added to IDG Central, they should write to idgcentral@idg.com. The site will only improve as more employees offer their feedback."

If you don't already have a login and password to IDG Central, you may request one online at www.idgcentral.com. WU

Meet your colleagues around the world

*IDG Hungary Office Manager **Agnes Hejjas** will be the first employee featured on IDG Central's "Meet your colleague" profile. Here's her story:*

Need to move your entire business unit's office and don't know where to start? Send **Agnes Hejjas**, office manager for IDG Hungary, an e-mail to get some ideas. She recently coordinated their move to a new space, a job she understatedly called "challenging and interesting."

Challenges come with her catch-all title. "Every day is different," she said. "I am responsible for all the logistics and day-to-day technical operation of the office, and first of all supporting [IDG Hungary Managing Director] **Istvan Biro**'s work." Those "logistics" include everything from drafting financial reports, dealing with building management and delivery services, and organizing events for IDG Hungary employees.

Hejjas

People skills come easily to Agnes. ("I feel I am hard, solid rock," she said, "while others think I am cute and flexible!") Born and raised in Budapest, she worked as a tour guide for 10 years and speaks Russian, Bulgarian and English. She joined IDG 13 years ago. For vacations, Agnes and her dog Topi escape to her small cottage by the Danube River.

May 24, 2004

Benefits Administrator (CSG)

IDG's Corporate Human Resources department seeks an energetic Benefits Administrator to join the benefits team. The individual in this position will be responsible for the administration and compliance of IDG's health and welfare benefits which include Health Plans, Life Insurance Plans, Leave programs and Flexible Spending Accounts. The Benefits Administrator will also be responsible for monthly billing, COBRA communications, coordinating open enrollments, researching benefit questions, communicating with employees and other projects as assigned. The ideal candidate will possess 2- 3 years human resources experience, preferably in benefits administration, be detail oriented and well organized, have strong interpersonal and customer service skills and respect the confidential nature of human resources. Exposure to Peoplesoft is a plus. This is a 30-hour per week position.
Location: Framingham - MA
Contact: J. Lynch, Fax: 508-935-4600, Email: jljobs@idg.com

Director, Project Office/CIO Executive Council (CXO)

CXO Media is seeking a Project Office Director for the CIO Executive Council. This individual will be responsible for ensuring the delivery of Council initiatives by establishing and maintaining a project management framework for the Council. Reporting directly to the CIO and the Council's General Manager, the Director is responsible for the full lifecycle of all Council projects, from conception to completion. This includes managing the prioritization of initiatives and tasks across the Council's Governance structure, managing specifications of all Council project plans, and managing the allocation of Council resources, including appropriate internal or external resources. The successful candidate will have 5-7 years experience as a project manager and demonstrated ability to effectively set project management standards and manage complex multinational projects in parallel. Other key attributes include proven ability to ensure delivery of promised results, minimize risk, and provide reassurance of status and progress to all CXO Media and Council stakeholders through effective management, communications, and decision-support. ***Location: Framingham – MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Production Coordinator (Part-Time) (CXO)

CXO Media is seeking a part-time (22.5 hours/week) Production Coordinator to handle print advertising functions, ad trafficking, checking digital files, vendor communications, as well as inputting billing information and maintaining advertising reports for a monthly publication. Multi-tasking, strong organizational skills, attention to detail as well as an understanding of both Mac and PC platforms are required. A strong working knowledge of Quark and general knowledge in Acrobat, Photoshop and Illustrator preferred. Previous production experience ideal.
Location: Framingham – MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Manager: HR Management and Staffing Services (IDC)

The Business Services team of the Worldwide Services Research Group is looking for a dynamic candidate to assume a Program Manager role with its HR Management and Staffing Services program. Responsibilities:
This individual will be responsible for leading and growing IDC's coverage of the developments and trends affecting the business of delivering human resource and staffing services, with a special focus on the HR consulting and business process outsourcing (BPO) services markets. This position will require the successful candidate to engage clients in many different capacities, including that of researcher, advisor, and public speaker. Research coverage will include market forecasting, competitive analysis, service provider analysis, and thought leadership in the areas of HR and staffing services. Responsibilities will include conducting and producing research, building relationships with clients, prospects, and vendors. A key aspect of this position will also be leading the future development and growth of the program through activities in the areas of business development, sales and research/product planning. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

(cont.)

Global Account Manager (IDC)

IDC is seeking a Global Account Manager for IDC's Enterprise Global Major Accounts Organization.
The Global Account Manager will be responsible for business development, setting global account selling strategy, and managing the business relationships for IDC's most important customers. The Global Account Manager will be responsible for monthly sales of IDC's entire portfolio of products and services, including syndicated and primary research, events, speaking engagements, and more. To be successful in this role, candidates must have a minimum of 5-8 years of executive selling experience with complex goods or service to technology vendors.
Prior experience selling IT research is preferred. Candidates must have exceptional account management skills, proven relationship building talent, top level presentation and communication skills (written and verbal). MBA preferred, Bachelor's degree required. This position will be located on the West Coast and will require approximately 30% travel. ***Location: Mt View, CA***
Contact: Email: idc_jobs@idc.com

Senior Human Resources Representative (IDG)

IDG is seeking a team-oriented, motivated and resourceful HR generalist to join our team. The person in this position will be expected to operate independently, providing consulting and support across all functions of human resources including handling recruiting, assimilation of new hires, payroll and benefits inquiries and administration, employee relations, legal compliance, training and general performance management. You will also be responsible for the distribution and administration of benefits, report generation and analysis as well as special projects. The ideal candidate will possess a BA/BS degree or equivalent, 5 plus years HR experience and proficiency with Microsoft Office and Peoplesoft. Excellent organizational, verbal and written communication skills required. We are looking for an individual with a strong customer service focus, a "can do" approach, a desire to learn and grow as an HR Generalist, and a willingness to work in a high volume, fast-paced, ever changing environment. ***Location: Framingham – MA***
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Events Operations Manager (NWW)

The Seminar and Events team at Network World is seeking an Event Operations Manager. This individual will be responsible for all event database management for including one day technology tours, executive conferences and custom programs. Specific duties include creating each event in the database, reviewing daily registrations, managing confirmations, and creating reports and tracking of all pertinent data. The candidate will also be responsible for event logistics such as managing fulfillment, freight, and preparation of all onsite materials.
Candidates must possess superior customer service skills, the ability to effectively manage many projects and have a strong database and event background. Experience with Sales Logix a plus. Moderate travel is required.
Location: Southborough - MA
Contact - E Cormier Email - hotjobs@nww.com Fax- 508-490-6454

Sales Manager (WEC)

IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include building long term, mutually profitable relationships with prospects and customers, booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospects tradeshow needs. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required.
The position is 85% over-the-phone inside sales; 15% face-to-face sales at competitive events as well as at client meetings. ***Location: Framingham – MA***
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ____

Title: ____

Department: ____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ________________________________ Date: __________

Title: ____

ALL nominations must be submitted by July 7, 2004. Send nominations to Lucy Sheehan, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

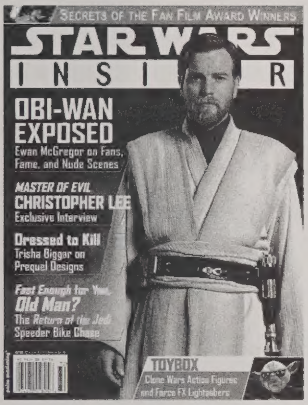
Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, vice president, corporate taxes; and Julie Lynch, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office, CEO's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Travel
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by July 7, 2004.
Please use form on reverse side.


SECRETS OF THE FAN FILM AWARD WINNERS
STAR WARS INSIDER
OBI-WAN EXPOSED
Ewan McGregor on Fans, Fame, and Nude Scenes
MASTER OF EVIL
CHRISTOPHER LEE
Exclusive Interview
Dressed to Kill
Trisha Biggar on Prequel Designs
Fast Enough for You, Old Man?
The Return of the Jedi Speeder Bike Chase
TOYBOX
Clone Wars Action Figures and Force FX Lightsabers

IDG Entertainment plans a complete overhaul of the Star Wars Insider fan magazine. The new look will be unveiled on July 21.

Star Wars

continued from page 1

related content such as people who marry in Star Wars costumes, people who make their own *Star Wars* props, fan artwork, babies with light sabers and more.

Every issue will also feature a department called "Bantha Tracks," which will focus exclusively on fan-related content such as people who marry in Star Wars costumes, people who make their own Star Wars props, fan artwork, babies with light sabers and more.

The magazine will have its own dedicated editorial staff, headed up by returning *GamePro* Editor **Brett Rector**, who was gaining his Lucasfilm stripes working as a documents manager for LucasArts Entertainment, Lucasfilm's video game division, along with existing *GamePro* creative staff. IDG Entertainment will also handle advertising sales for the publication.

Subscribers to *Star Wars Insider* are automatically enrolled in the Star Wars Fan Club, which includes access to the premium Hyperspace Web site on Lucasfilm's StarWars.com site. Mao said that *Star Wars Insider* staff will work with Lucasfilm to create a strong synergy between the magazine and the Hyperspace.com site, which will offers fans breaking news and updates to special behind-the-scenes features and interviews with the creator and actors in the upcoming *Star Wars: Episode III* due for release in May 2005.

In what could be the only drawback to this new deal, Mao said that with all the appropriate non-disclosure agreements now signed, he and some staff have already seen some footage of *Episode III*, "so the newness of seeing the movie for the very first time may not be the same when it is released next May."

Still, he said, "it is truly a dream come true to not only work in the video game industry every day but to also play in the Stars Wars universe!"

For more information contact Francis Mao at fmao@gamepro.com. WU

One on One

continued from page 3

tion account 24/7 by clicking on our customer service links where they can pay their bill, change their address, renew their subscription, purchase gift subscriptions and more.

It is very important to let your circulation team have prominent links on your Web site. I have worked closely with everyone involved with our Web sites and begged at times to get more links in prominent places.

"There is a competitive advantage when advertisers realize that you are the best-selling magazine in your category and can sell it at a higher cover price than any of your competitors."

Q **Do you always offer premiums along with subscription offers and renewals? Why or why not, and what are some of the more successful items you've used?**

A Premiums (a.k.a. free gifts) are very effective for *PC World* and *Macworld*. Consumers like receiving free bonus gifts, and the word "free" works in direct marketing. This enables us to increase response rates in our subscription promotions to new and renewal subscribers.

We like offering premiums that are editorially related to our magazines. CD-ROMs are very popular for both titles and contain shareware and demo software. *PC World* has produced many different "Windows" mouse pads over the years. As a matter of fact, in the movie *Spellbound* a *PC World* mouse pad was featured.

When people order a subscription on our Web sites, they are able to receive instantly downloadable editorial premiums in PDF format. *PC World* has a collection of 15 Power Guides, which you can review at www.pcworld.com/fifteenpowerguides. *Macworld* has a collection of 10 Power Guides, which can be found at www.macworld.com/tenpowerguides. This is an example of how we can use the Internet to be more effective marketers by serving instant premiums and not incurring any expense to print and mail them to our subscribers. This idea was so successful that it spearheaded the launch of *PC World's Super Guides* which are larger, more comprehensive, and better quality PDF files that sell for $6.95 each. WU

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy,** will be passed along anonymously. Write to world_update@idg.com.*

noteworthy people

LESLIE BACHAND

Scaramella

IDG WORLD UPDATE

Sommer

New employees

Previously a media planner with Holland Mark Advertising, **Jed Scaramella** is now an inquiry analyst with IDC Framingham's Inquiry Group. He holds a B.S. in business from the University of Massachusetts/Amherst and an M.B.A. from Babson College in Babson Park, Mass. In his free time, he enjoys cycling, snowboarding, soccer and cooking.
jscaramella@idc.com

Returning employees

Dan Sommer returns to IDG as senior associate editor at *PC World*. After leaving his role as *InfoWorld* reviews editor he worked as a freelance editor and writer for high-tech and medical clients. He holds a B.A. in philosophy from the University of California/Santa Barbara, enjoys camping, soccer, reading and volunteering at his son's school library.
dan_sommer@pcworld.com.

New *PC World* employee recognition program borrows a page from TV game show

PC World last month launched a new employee reward and recognition program — the World Class Work Award (WOCWA) — that helps ensure that employees' extra efforts get the company-wide notice they deserve.

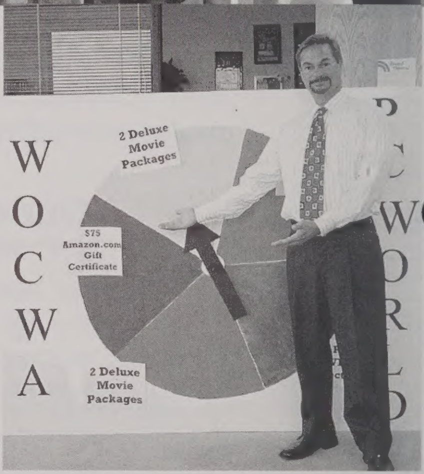
"Managers do a good job recognizing extra effort, and star performances are typically acknowledged within departments," said PC World VP, Human Resources **Kate Coldwell**. "But through the Employee Survey and informal feedback, we heard that we need a company-wide program for recognizing and rewarding extraordinary work.

"All *PC World* employees are world-class workers, regularly doing excellent work," Coldwell continued, but on occasion, employees will go above and beyond their regular job responsibilities to produce — through hard labor, inspiration or tenacity — work that makes a significant positive contribution to the company. The World Class Work Award is designed to formally recognize and reward those efforts."

PCW's Human Resources department sends out a call for nominations prior to the business unit's bi-monthly company meeting. Employees can nominate any other employee they feel produced stellar work in the past few months. Nominations are reviewed by PCW President/CEO **Jeff Edman** and Coldwell.

Winning nominees receive lunch with Edman and a chance to spin the WOCWA wheel of fortune and win prizes such as movie tickets, dinner coupons and Amazon gift checks. Lastly, a plaque with a photo of the winners is mounted and hung in the PCW lobby. Each winner also receives a duplicate plaque.

For more information, contact Kate Coldwell at kate_coldwell@pcworld.com.



The winners of PC World's first World Class Work Awards (above) are (l-r): Assistant Art Director ***Beth Kamoroff;*** *Ad Production Manager* ***Brian Buizer****; Associate Art Director, Online* ***Pierre Granier****; Senior Editor, Reviews,* ***Alan Stafford****; and Associate Art Director* ***Kate Godfrey****. At right, PC World President & CEO* ***Jeff Edman*** *shows off the company's WOCWA prize board.*

IDG WORLD UPDATE PHOTOS

IDG forming East Coast and West Coast teams for AIDS walks

U.S. employees on both coasts are once again invited to join together to raise funds for the battle against AIDS. The 2004 AIDS Walk & 5K Run will take place in Boston on June 6. IDG continues to serve as a corporate sponsor for this fundraiser and IDG List Services President **Deb Goldstein** will serve as the IDG AIDS Walk Team Leader for the East Coast. Last year's effort netted close to $12,000. Anyone interested in walking and/or sponsoring the IDG team may contact Deb at 508-370-0820 or deb_goldstein@idg.com.

Diane Hacker, senior manager, Online Ad Development, for *PC World*, will head up the West Coast effort. That 10K walk takes place on Sunday, July 18 in Golden Gate Park. All IDG employees, family and friends are invited to join. Last year's West Coast team raised more than $14,000 to benefit Bay Area AIDS service organizations. For more information contact Diane at 415-978-3131 or diane_hacker@pcworld.com.

More information about the two walks is available at aidswalkboston.org and www.aidswalk.net.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Don Best *IDC*

17

Michael Deutsch *IDC*

16

Anthoula Andrisani *IT World Canada*

14

Adele Lee *IDC*
Gigi Wang *IDC*

13

Randy Ross *PC World*
Trace Weatherford *IDC*
Mary Harvey *IDC U.K.*

11

Brian Fuce *CXO Media*

10

Elisabeth Rainge *IDC*

9

Susan Brown *IDC*
Karen Smalarz *IDG*

8

Tom Wailgum *CXO Media*
Julie Kaufman *IDC Canada*
Jim Westcott *IDC Canada*

7

Atsuo Yamamoto *IDG Japan*
Avneesh Saxena *IDC Hong Kong*

6

Esther Lee *IDG Singapore*
Robert O'Donnell *IDC*

5

Denise Watzema *IDG Netherlands*
Jon Guloyan *IDC*
Ludmila Kozina *IDC*
Marc Lowell *IDC*

4

Melvyn Sopacua *IDG Netherlands*
Will Head *PC Advisor*
Maiko Takanobu *IDG Japan*
Sharon Patrick *PC World*
Diego Aguirre *PC World*
Erik Junesjö *IDG Sweden*

3

Hayato Kimura *IDG Japan*
Beth DeVillez *CXO Media*
Tony Leung *PC World*
Jesus-Antonio Arroyo *IDC*

2

Jon Udell *InfoWorld*
Raúl Ceja *IDC Mexico*
Chad Catacchio *IDC China*

1

Maureen Coughlan *IDC*

Business units may send s employees' anniversary dates for use in this column to world_update@idg.com.

Get your free passes to the New England Aquarium, Boston's Children's Museum, Museum of Science

As a corporate member of The New England Aquarium, the Museum of Science in Boston and the Children's Museum, IDG has a limited number of exhibit hall passes to all three venues that are available to employees.

Aquarium passes are good through June 2005 and up to four passes may be requested.

Museum of Science tickets are good through September and you may request up to 10 tickets. Children's Museum passes are valid through June 15, 2005, and you may request up to four.

To request tickets, please send an e-mail to world_update@idg.com and provide your name, business unit address and number of passes for which attraction you would like to receive.

Computerworld colleagues seek sponsors for triathlon to benefit the Leukemia & Lymphoma Society

Kathy Snow *(left) and* ***Kate Carroll*** *just after completing the 21st annual James Joyce Ramble 10K in Dedham, Mass., last month.*

Computerworld colleagues **Kate Carroll**, marketing manager, and **Kathy Snow**, online sales associate, are participating in the Timberman Triathlon this August in Gilford, N.H. They will be training with Team in Training (TNT), the world's largest endurance sports training program, that raises money for the Leukemia & Lymphoma Society. TNT trains people across the country to participate in marathons, triathlons and century rides.

This is not the first physical challenge Kate and Kathy have experienced together. They both ran the Marine Corps Marathon in October 2001 in Washington, D.C., and have also run numerous road races together around New England in the past few years.

They are excited and anxious about this new adventure and are asking for support as they each have a fundraising goal of $2,500 (90% of the money raised goes directly to the Leukemia & Lymphoma Society). The Society raises money for research to find a cure for blood-related cancers such as leukemia, lymphoma, Hodgkin's disease and myeloma and to improve the quality of life of patients and their families.

Kate and Kathy are competing in honor of Noel Reed, a six-year-old soccer player from Massachusetts who is in remission with Hodgkins lymphoma.

To help support Kate and Kathy's effort to assist Noel and others affected by blood-related cancers, visit their personal Web pages by going to www.teamintraining.org/personalpages, clicking on "Sponsor a Participant" and entering one of their names (please note that Kathy is short for Katherine). Here you can make a donation online (please do so by July 15) and check on their training progress over the next couple of months. If you prefer to donate via check, please make checks payable to "Kathy Snow" or "Kate Carroll." They will each be writing one check to the Leukemia & Lymphoma Society for any offline donations they receive.

If you work in the *Computerworld* Framingham office, keep an eye out for cans and posters that Kathy and Kate will be putting out for further exposure and awareness for what they are doing for this great cause. WU

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@ csglyris.idg.com. Do not write anything in the subject line or in the text field.

celebrating 10!

Name
Wilson Wan

Home
Beijing

Joined IDG
Oct. 2, 1990

Career path since joining IDG
Assistant to Manager of Communications department, IDG China; Manager, Marketing Research department, IDC China; Director, Marking Research department, IDC China; Vice President/Director of New Business Development, IDC China.

Current title
Vice General Manager, IDC China. I am in charge of new business development. At present, I am actively promoting the development of China CIO Club and China CIO Award.

Most challenging part of your job
Challenge is everywhere in our work because of the immature Chinese market and the lack of experience. We must face both domestic and foreign competition and Chinese clients who don't know the market well.

Best part of your job
Gaining a wider vision and watching the continuous progress of individuals.

Moment at work you will never forget
Making IDC China the leading company in the field by collaborating with colleagues.

What's kept you at IDG for 10 years?
IDG gives me the opportunity to integrate my interests — analysis and research — and my job.

Best way someone could compliment you on your work?
Tell me IDC is the most authoritative company of research on IT market.

Interests outside the office
Traveling, photography and gourmet food.

Family
My wife Liu Xiaohua and I have a 13-year-old daughter, Wan Jun.

Of what accomplishment at work are you most proud?
In 2002, setting up China CIO Club, in cooperation with IDG and *China Computerworld*, and holding the China CIO Awards.

What talent do you wish you had that you don't have?
Better managerial skills. (I am currently enrolled in the Executive M.B.A. program at Peking University.)

*IDC Hina's **Wilson Wan** celebrated more than a decade of service to IDG and IDC at a recent lunch with IDG Chairman **Pat McGovern**.*

What did you want to become when you were a child?
A traveler, learning different cultures around the world.

First job
Apprentice at a sealing society of Beijing Liulichang Cultural Street in 1980.

What would you grab if your house were on fire?
My family.

If you won the lottery tomorrow, you would
Share the joy with my family.

Favorite vacation spot
The Caribbean.

Favorite movie
Roman Holiday and *Braveheart*.

Retirement dreams?
Traveling around the world.

Manager's profile
"Wilson has a good work background with abundant vertical research experience, and his presentations consistently receive high evaluations from our clients. Wilson has made great contributions to China's business development, including e-business market and telecom market research. He has organized the China CIO Club, which expands IDC's market influence and enriches its research resources, and the annual China CIO Awards, which have been carried out successfully for years and enlarged IDC's influence all over the country."

— Alan Hsieh, IDC Greater China Managing Director

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Karen Ren *IDG China*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG World Update

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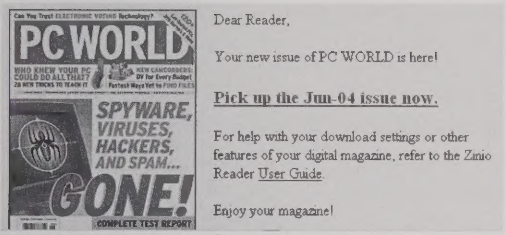
WWW.IDGWORLDUPDATE.COM

PCW sets new standard for counting digital issues

Only issues actually downloaded by subscribers are part of paid circulation

In a move it hopes will reap long-term gains against its competitors, *PC World* is taking the high road in auditing its digital issues, counting only those issues that are actually downloaded by subscribers as part of its paid circulation, since this is most comparable to receiving a print issue in the mail. Other industry publications count as part of their rate base the e-mail notifications sent to subscribers that their digital issue is ready for downloading, even though some recipients might never actually download the issue.


Can You Trust ELECTRONIC VOTING Technology?
PC WORLD
WHO KNEW YOUR PC COULD DO ALL THAT? 28 NEW TRICKS TO TEACH IT
NEW CAMCORDERS: DV for Every Budget
Fastest Ways Yet to FIND FILES
SPYWARE, VIRUSES, HACKERS, AND SPAM... GONE!
COMPLETE TEST REPORT

Dear Reader,

Your new issue of PC WORLD is here!

Pick up the Jun-04 issue now.

For help with your download settings or other features of your digital magazine, refer to the Zinio Reader User Guide.

Enjoy your magazine!

Readers who subscribe to digital issues receive an e-mail from Zinio notifying them that the current issue is ready for downloading. PC World is distinguishing itself by counting only the download as part of the rate base; other publishers count the notification itself.

"This new standard for digital circulation qualification lets our advertisers be certain that they will only be paying for digital copies where their ads have a chance to be seen and acted on," said *PC World* Publisher **Bob Ostrow**. "We believe advertisers deserve assurances that readers are comfortable enough with digital magazine delivery to use it on a consistent basis. We're happy to be the first publication to take this stand, and we hope other publishers will adopt this more conservative reporting procedure."

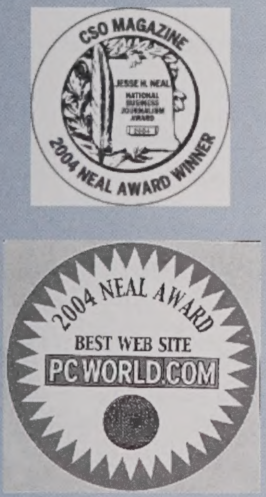
"We're hoping the circulation audit bureaus will eventually be more stringent to protect the advertisers," said PC World VP, Consumer Marketing **Shawne Burke Pecar**. "It's a disservice to advertisers when subscribers are counted even if they never took possession of their digital issues. ABC and BPA have agreed to our more stringent policy for *PC World* and *Macworld*, respectively."

"IDG is always innovating in circulation," said IDG CEO **Pat Kenealy**, "but we use experimental sources and delivery methods sparingly, and we report the results of our experiments publicly to the advertisers and industry. Reporting 15% of a large rate base as digitally delivered, as other publishers have done, wrongs both readers and advertisers. We're looking to raise the bar."

continued on page 2

Editorial quality: When you've got it, flaunt it

Ensuring customers understand value of top editorial helps the bottom line



CXO Media, publisher of CSO magazine, and PC World both include stickers or seals such as these on their publications and on various marketing collateral that highlight major honors received.

Basking in the glow of an award spotlight is a feel-good moment for publishers, editors, and writers, but translating that success into bottom-line results takes time and effort. "It's one of our biggest challenges," said *Computerworld* Director of Marketing **Matt Duffy**.

"Editorial quality matters," said IDG CEO **Pat Kenealy**, "and it wins in the long term. We must all promote editorial awards, newsstand sales, renewal rates and other measures of editorial quality, and we must do it more than ever to clients, not to advertising agencies. As an editorial mentor of mine once said, 'Editorial quality is what turns circulation reach into reader attention.'"

Duffy said that many of the media planners *Computerworld* works with are "all about eyeballs and which publication has the highest circulation." Duffy and his team spell out in plain terms to them how the weekly's editorial quality and user-focused approach (see sidebar, p. 5) directly impact advertising results.

"Some IT pubs get sent all over creation and rest on desks or in a corner, but we're actually read and read closely," he said, because *CW* articles share the opinions and quotes of CIO's or IT directors instead of the vendors. "We say to our clients, 'If you were an IT executive at a Fortune 1,000 company, would you rather hear another Fortune 1,000 IT executive's opinion on a technology — *Computerworld*'s approach — or hear about the technology from the vendor trying to sell it? Who would you trust?' We give specific examples of news items we covered from a user perspective that our competitors covered by quoting the product manager from the

continued on page 4

Digital delivery benefits

PC World VP, Consumer Marketing **Shawne Burke Pecar** listed the following as key benefits for readers who choose digital delivery:

- **Immediate delivery.** Get instant delivery of your first issue when you enter your order.
- **Same great magazine.** Receive the exact replica of the print version in a convenient digital format via the Internet.
- **Immediate access.** Get your issues before they hit the newsstand and before most print subscribers receive theirs in the mail. Residents outside the U.S. receive their digital magazines the same day as everyone else.
- **Easy navigation.** Search keywords in seconds, plus quick hot links to specific content.
- **Paperless archives.** Keep back issues on your computer for fast reference and easy storage.
- **Easy to share.** Send a free copy instantly to a friend or colleague.
- **International subscribers save money.** No need to charge extra postage and delivery fees with digital. Foreign subscribers pay the same price as U.S. residents.

For more information or to receive a digital issue of either PC World or Macworld, please send an e-mail to: shawne_pecar@pcworld.com. If you would like to learn more about Zinio, go to www.zinio.com.

Digital delivery

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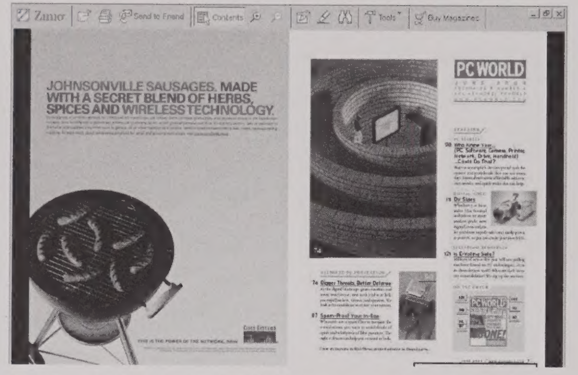

Zinio
Send to Friend
Contents
Tools
Buy Magazines
JOHNSONVILLE SAUSAGES. MADE WITH A SECRET BLEND OF HERBS, SPICES AND WIRELESS TECHNOLOGY.
PC WORLD

The Zinio version of the June PC World showing the table of contents.

PC World and *Macworld* use Zinio Systems to deliver their digital issues. Subscribers are sent an e-mail from Zinio notifying them that the current issue is ready for them to download after the initial one-time download of a free Zinio Reader. Only after a subscriber downloads the issue from the Zinio server is that issue counted as a received subscriber copy. "They may not read it, but we know they physically got the issue, which is the same as sending a print issue in the mail," Pecar said.

If an issue is not downloaded Zinio can send out a reminder notice two weeks after the initial e-mail. Subscribers can also set the Zinio reader to download issues automatically. If a subscriber has multiple computers, issues can be downloaded to them at no extra charge. Issues can also be shared with others using the "Send to Friend" feature, and digital back issues are available for purchase.

Ostrow said the next step is to educate the advertising community on the benefits of digital delivery. "I don't think they know a lot about it," he said. "The whole field is new to them. We make sure they know some magazines are experimenting with digital delivery and let them know that receivership is not readership."

PC World began offering digital issues in July 2002. For the last six months of 2003, *PC World* served an average of 2,359 digital issues per month (current print *PC World* subscribers tally approximately 900,000) and saw a download percentage of 80.8%, "which is phenomenal," Pecar said. *Macworld*, which has been offering digital issues since March, 2003, has approximately 370,000 paid and controlled subscribers — 30,000 of which are digital, thanks largely to a special online registration program with Apple Computer, Inc., and a download rate of 76.8%. WU

Beware the sponsored subscription sales pitch

PC World's digital subscriptions are paid by individual subscribers, as opposed to competitors and other publications that acquire 'sponsored subscription sales.' In that instance, companies such as Freebizmag.com send out an e-mail asking potential subscribers if they want a complimentary gift subscription to a magazine in digital format. That e-mail offer is 'sponsored' by an advertiser that is technically buying the gift subscription if the potential subscriber signs on.

"I believe many respondents do not realize that they are going to receive a digital version of the magazine, not the print version. They sign up because it's a 'free' subscription," noted *PC World* VP, Consumer Marketing **Shawne Burke Pecar**. "If they never paid a penny for the digital subscription and they do not like that format, then it is easy to ignore the e-mail notices and never download their issues."

"We didn't do that with *PC World* — we got people to actually buy it," said Pecar. "For both *PC World* and *Macworld*, we offer subscribers a choice — either print or digital. Therefore, those who choose digital really want it and download their issues."

According to Zinio, both *PC World* and *Macworld* have very high download rates. "We believe ours are much higher than other publishers who grow their digital files with sponsored subscription sales," Pecar said. "Let's hope advertisers start asking them to declare their download rates like IDG."

Coming up

LinuxWorld Conference & Expo
June 2-4
Tokyo Big Sight
www.idg.co.jp/expo/lw.eng/index/html

IT Executive Summit on Business Intelligence
(A Computerworld event)
June 3
The Pierre
New York
www.itexecutivesummit.com/bi.html

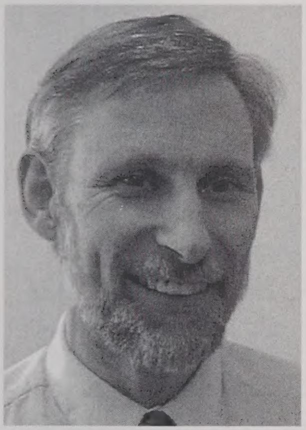
IT Executive Summit on Business Intelligence
(A Computerworld event)
June 9
The Sheraton Chicago Hotel & Towers
Chicago, Ill.
www.itexecutivesummit.com/bi.html

IT Executive Summit on Network Consolidation
(A Computerworld event)
June 15
Marriott Marquis
New York
www.itexecutivesummit.com/nc.html

See more IDG events on the Events page of IDG Central (www.idgcentral.com) and send your IDG events listings to idgcentral@idg.com.

one on one the interview

Andy White
The president & COO of IT World Canada is this week's guest columnist. Reach him at awhite@itworldcanada.com.



Q What's the IT publishing/online market like in Canada, and how are your products faring?

A Publishing in Canada this year has been a little more challenging than we had anticipated. We seem to be trailing a little behind the U.S. in recovery. It has been very difficult to gauge trends and project sales expectations, because we seem to be literally going up and down issue by issue and brand by brand. Our primary competitor, Trans-Continental, has actually reduced the frequency on their publications, but we believe we should hang tough and will be able to turn this to our advantage over the longer term. I can say that the Web is still a strong part of our operations — about 12% of our business — with some revenue improvements over last year.

Q What particularly notable changes were part of ITWorldCanada.com's redesign earlier this year?

A We redeveloped our Web site at the end of last year with the objective of establishing a flexible platform on which we could continue to grow. An important part of the project was to streamline the authoring, editing and publishing processes by fully integrating print and Web via a common XML-based document repository. We chose to adopt the IDG standard markup language, IDGML, with the expectation that there would be an opportunity in the future to more easily share content with the IDG newswire and other IDG Web sites. Through the last Global Online meeting, our Web team learned of work that was being done to develop a 'faceted taxonomy' intended to describe article subject matter in a detailed and standard form. We got a copy of the draft taxonomy from IDG International Publishing Services VP/IT **Morris Effron** and after some tweaking, we've adopted a version of it. This is a tricky part of the project; a work in progress intended to enable the delivery of subject-specific content dynamically via a rules-based engine. We're learning a lot through this exercise and staying in close touch with Morris as we try to refine both the taxonomy and the delivery process.

Q How important are events to your business?

A Specialized events are still a very popular trend, however, we are keeping a close watch because it's becoming a very attractive business for others to jump into. Our advantage is still that we have the best database in the country and can control how we choose to use it. It's interesting how many companies want to rent our subscription lists to produce their events, so there's now a constant balancing act between maintaining list rental revenue while not allowing competitors to overshadow us in the event sector. And of course, the other ongoing concern is 'reader fatigue'. We realize readers are bombarded with e-mails from numerous sources, so we are trying to minimize the number of e-mail promotions and invitations we send.

Q You recently spoke at a CIO Australia event. Might there be other ways IT World Canada and IDG Australia can collaborate in the future?

A I was invited to give a keynote speech at a government event being put on by [IDG Australia VP] **Linda Kennedy**'s group. Surprising as it may sound, Australia and Canada do have a lot in common. We have similar government structures, the population is centered around a small number of key cities, and we each have lots of 'nothingness' spread over most of the country. The biggest difference seems to be that we Canadians are a lot colder! Canada is fairly advanced when it comes to e-government, so there are lots of case studies and experiences to be shared with other countries.

As far as other ways Canada and Australia can collaborate, I can say that in the few days I spent there we were able to exchange a good number of ideas and initiatives over and above the support around the government products. I'm not sure how helpful I was to them, but I certainly came back with a few great tips and tricks that will either generate new revenue or improve on some of the current initiatives we have under way. The only problem seems to be that whenever I call them to ask a question, they are asleep!

Q A number of business units are exploring the CIO Club concept. Are you?

A Over the past six months, we have been working long and hard on the concept of building our own 'CIO Exchange' club, and plan to have the official launch event on June 1. The biggest problem for us (as I am sure most countries can relate to) is the pool of CIOs is quite small here in Canada, and having a reasonable number of people signed up on day-one is essential in this kind of undertaking. Between our experiences here, and from what I read is happening at *CIO* in the U.S., my guess is there will be some great war stories and experiences to be discussed at the next CW/CIO product line meeting in September [Sept. 28 – Oct. 1 in Paris]. I also believe there will be ways to enhance these clubs through multi-country initiatives.

IT World Canada at-a-glance

Year IT World Canada became an IDG partner 1989
Location Toronto
Titles published *ComputerWorld, Network World, CIO Canada, CIO Government Review, IT Focus* (each issue targets a different cross section of our overall subscriber base, for example, e-readers in the financial sector), *BioTechnology Focus, Laboratory Focus.*
Number of employees 65
Web site ITWorldCanada.com
Events Showcase Ontario, a large trade show and conference organized under contract with the provincial government, and LacCarling, a conference for senior government IT decision makers. We also produce a number of small, focused events, spun out from the various topic portals on our Web site. We anticipate continued growth in these small, highly profitable events that deliver very high-quality leads to clients.

View more marketing collateral on IDG Central

CIO The Resource for Information Executives

With award winning CIO magazine and CIO.com, the winner is YOU!

View this article in the *IDG World Update* section of IDG Central (www.idgcentral.com) and download examples of *CIO*'s and *PC World*'s awards flyers as well as summaries of *PCW*'s awards from the publication's media kit.

Editorial quality

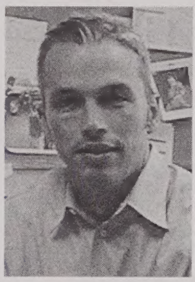
continued from page 1

vendor in an almost press-release-like style."

Duffy admitted that nearly every publication has at least an award or two to talk about, so they tend to run together in the minds of media planners. "We, of course, point out just how many more awards we have than our competitors. More importantly, however, we tie the awards back into our story that editorial quality directly leads to a closer read of advertisements. We try to do the math for media planners, showing them they should care about awards and quality because that's what leads to our good ad readership numbers from Intelliquest."

"We tie the awards back into our story that editorial quality directly leads to a closer read of advertisements.

-- Matt Duffy, director of marketing, Computerworld



BILL RIGBY

Since 2000 *Computerworld* has won far more awards — 56 Neal, Folio, and ASBPE alone — than its chief competitors *eWeek* (one award) and *Information Week* (seven). According to a 2002 Whitmore Media Study, *CW* is far and away the leader in user quotes (146 to *eWeek's* 84 and *Information Week's* 82). An Intelliquest Business Influencer Study listed *CW* as No. 1 in readers reading 50% or more of an issue and in reading three or four issues per month, as well as No. 1 in those reading ads "very/extremely closely."

IDG WORLD UPDATE

"We leverage everything possible to differentiate our editorial quality."

-- Terry Ann Croci, senior director of marketing, Network World

"We leverage everything possible to differentiate our editorial quality including awards and other types of third-party validation such as quotations from articles and testimonials," said *Network World*'s **Terry Ann Croci**, senior director, Marketing. Awards are "very powerful ways" of getting attention, and *Network World* uses them in its brand presentation, media guide, sell sheets, "and anywhere else it makes sense," she said. "In fact, those awards are why so many vendors have PR folks working diligently to get the word out about their products and services in publications such as *Network World*."

Among the recent awards on *Network World*'s shelf are national and regional 2004 ASBPE awards for the April 2003 special issue, "The Federal Agenda: Top Priorities." Among the 2003 awards: a Silver Folio Award for Editorial Excellence; a Gold Ozzie Folio Award for Best Table of Contents; a Silver Ozzie for Best Use of Illustration and two regional ASBPE awards (Silver and Bronze) for Special Supplements.

PC World Senior Director, Marketing **Sandy Wong** said it is *PC World*'s credo that "quality editorial attracts a quality readership." This message is used across many of the monthly's sales and marketing efforts, including the following:

- An awards slide in *PC World* sales presentation.
- An awards flyer in the *PCW* media kit.
- An awards page on the *PCW* Marketing Web site.
- Stickers highlighting major honors on VIP issues of *PCW* (VIPs include clients, agencies and prospects that receive targeted sales and marketing messages and special mailings with their issues).
- Press releases on major awards won go out on the PR Newswire and to *PCW* VIPs.
- Awards are mentioned, where appropriate, in marketing copy, such as in polybag letters, press releases, and media kits.

"Quality editorial attracts a quality readership."

-- Sandy Wong, senior director of marketing, PC World

"Quality wins, every time," said **Vincent Heeringa**, publisher of IDG New Zealand's *Unlimited*, the country's most awarded business publication.

Heeringa said their policy has been to "shoot for quality" in journalism, design, photography and price, "and let quality be the marketing tool. We have a low-cost direct-marketing subscription strategy, and rely on word of mouth for awareness."

According to Heeringa, since *Unlimited*'s launch in 1998, it has won Best Business Magazine at the New Zealand industry awards six times; garnered the majority of advertising market share in the

continued next page

IDG

May 31, 2004

VP/GM, Computerworld.com (CWI)

Computerworld is seeking a Vice President/General Manager of its award-winning enterprise IT web site, Computerworld.com. As a member of Computerworld's Executive Committee, this individual will have full P&L responsibility and will lead overall strategic planning, product development and management efforts for Computerworld.com. Specific responsibilities fall into four general areas, all of equal importance: content programming, audience development & retention, new information services & products, and advertising/business development. The VP/General Manager of Computerworld.com will collaborate heavily with all Computerworld departments including Editorial, Events, Marketing, Circulation, and Advertising. In addition, the VP/GM will work closely with his/her peers at IDG sister companies on initiatives that span across IDG's business units. Candidate must possess at least 5 years of internet experience with P&L responsibilities related to product management and product development, strong analytical, organization, management, and communication skills, strategic insights and strong creative instincts. A proven track record in building and launching successful internet products and services, experience with programming and audience development and a strong understanding of internet technology as it relates to the content space are also required. ***Location: Framingham - MA***
Contact: P. Sheer, Email: jobs@computerworld.com

Conference Group Internship (CXO)

CXO's conference team is looking for an energetic, detail-oriented individual to assist with their upcoming events. This paying position will provide the intern with valuable knowledge of the conference industry as a whole. Responsibilities include database maintenance and cleansing, processing invitation mailings, assistance with phones and telemarketing efforts and general administrative duties. Reporting to the Operations Manager, this individual will assist the entire Executive Programs staff with a variety of projects as needed. The position would require a 15-20 hour per week commitment with flexible hours. FileMaker Pro, Word and Excel would be preferred.
Location: Framingham – MA
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Client Service Representative (IDC)

IDC is looking for a Client Service Representative to work closely with the sales force and IDC's Enterprise Sector Accounts customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Client Services Representative will be responsible for supporting IDC's Enterprise Sector Accounts external and internal customers with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing key customer service support to Key clients, Enterprise Sector sales and marketing staff. Including customer satisfaction, creating reports, inputting orders, assisting the sales team members and collaborating with analysts. A Bachelor's degree or associates degree or equivalent experience required. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems. Proficiency with Microsoft Office suite is a must. The ideal candidate will have 2-3 years of previous experience as a Customer Service Representative in the Information Technology or Telecom industry.
This position is based in IDC's Mt. View, CA, office location.
Contact: Email: idc_jobs@idc.com

Director of Custom Programs - West Coast (NWW)

We are seeking a dynamic sales professional with 5+ years of outside media sales experience to sell our custom and online advertising products and services. This position requires strong creative and analytical skills with a high level of attention to detail. Ideal candidate will be a highly effective communicator, with the ability to listen to customer needs and create or package custom media solutions to close sales. This position will require the ability to deal with all levels of clients - from small to Fortune 500 companies. The professional must have vision: the ability to understand a client's need and create the program to deliver solutions. While creativity and analytics are important, and ad agency experience is a plus, the candidate must be able to complete the sales cycle from inception to completion and have familiarity with Online advertising programs. This includes all phases of the selling: prospecting, developing client relationships, preparing proposals, closing sales and achieving revenue quota.
Location: West Coast
Contact: E Price, Fax: 508-490-6454, Email: hotjobs@nww.com

(cont.)

Group Audience Development Manager (WEC)

IDG World Expo has an exciting and rewarding opportunity for a motivated marketing professional to join the Macworld/LinuxWorld team. The Group Audience Development Manager will lead the effort to develop and execute a direct response marketing strategy with the goals of increasing attendance at multiple events and maintaining the value of those brands within the group. In this position you will be responsible for building marketing strategy, setting and maintaining attendee and exhibitor marketing budgets, refining target markets through database analysis, researching and identifying strategies for direct mail and email campaigns, developing campaign messaging, managing creative development, as well as measuring results and calculating the ROI for past and future marketing campaigns. You will manage attendee and exhibitor promotion through print, broadcast, outdoor and on-line marketing efforts, and coordinate public relations campaigns, media cross-marketing initiatives and trade group relationships. Part of your role will also include identifying new opportunities for strategic brand extensions and new sources of revenue, the management and coaching of group marketing staff, and participation in the development of marketing best practices across the organization. In addition, you will be expected to assist in driving the strategic direction of those events in the group. Ideal candidates will possess a minimum of 5 years of experience in marketing communications or technology event marketing and demonstrated ability to work in a team environment, make timely and effective decisions, and achieve measurable results. Budgetary responsibility, vendor management experience, effective communication skills and the ability to write and edit effectively is essential. Some travel required.
Location: Framingham – MA
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Audience Development Manager (WEC)

IDG World Expo has an exciting and rewarding opportunity for a motivated marketing professional to join the team. The Manager, Audience Development will lead the effort to develop and execute a direct response marketing strategy with the goals of increasing revenue and attendance at Context, a new series of events targeted at the graphic arts, marketing and publishing markets. In this position you will be responsible for building marketing strategy, setting and maintaining attendee and exhibitor marketing budgets, refining target markets through database analysis, researching and identifying strategies for direct mail and email campaigns, developing campaign messaging, managing creative development, as well as measuring results and calculating the ROI for past and future marketing campaigns. You will manage attendee and exhibitor promotion through print, broadcast, outdoor and on-line marketing efforts, and coordinate public relations campaigns, media cross-marketing initiatives and trade group relationships.

Part of your role will also include identifying new opportunities for strategic brand extensions and new sources of revenue, the management and coaching of group marketing staff, and participation in the development of marketing best practices across the organization. In addition, you will be expected to assist in driving the strategic direction of those events in the group. Ideal candidates will possess a minimum of 5 years of experience in marketing communications or technology event marketing and demonstrated ability to work in a team environment, make timely and effective decisions, and achieve measurable results. Knowledge of print-on-demand, one-to-one marketing and opt-in promotion strategies is desirable. Budgetary responsibility, vendor management experience, effective communication skills and the ability to write and edit effectively is essential. Some travel required.
Location: San Francisco – CA
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Conference Specialist (WEC)

IDG World Expo has an opening in its San Francisco office for an energetic Conference Specialist to help with the launch of a new brand of events servicing the graphic arts, publishing and marketing communities. The Conference Specialist will be responsible for the communication of brand editorial strategy to internal and external speakers, track chairs, keynote speakers and other content contributors. The person in this role will also be instrumental in assuring that pre-determined educational goals are met, topics are addressed as planned, contributors provide quality service, and attendees receive the best educational experience possible. Additionally, the Conference Specialist will help identify and recruit new speaking talent, set schedules for important event milestones and logistics, work with internal Event Services staff to assure appropriate on-site support, and provide written material to facilitate marketing and other brand promotion initiatives. The person in this role will also help keep a small brand office running smoothly. The ideal candidate will have 3+ years of relevant experience, excellent organizational skills, ability to deal efficiently and effectively with busy contributors, a willingness to learn industry issues, and outstanding verbal and written communication skills. Knowledge of the graphic arts, publishing and marketing industries is desirable, and previous conference experience is preferred. ***Location: San Francisco – CA***
Contact: S. Peterson, Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

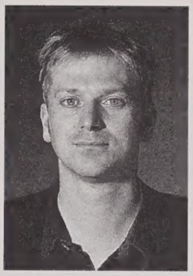
Reader focus distinguishes *Computerworld*

Computerworld Director of Marketing **Matt Duffy** gave the following examples of how *Computerworld* maintains a strict reader focus:

- Everything we write is presented from the perspective of our big company IT management readers.
- We specifically quote IT management — not vendors — more than anyone else.
- We've stuck to our tabloid-size heritage, the size our readers tell us they prefer. Although some media planners would probably think we were cooler if we were magazine-size, we're not writing for them, we're writing for IT management.
- We survey our readers every other month to see if what we're covering and how we're covering it suits their needs.
- Our Computerworld Premier 100 event is the most user-focused event anywhere. Conference topics are developed through pre-conference surveys of attendees and the entire conference is focused on user case studies/best practices.
- Our e-mail newsletters are all based on topics our online visitors chose themselves.
- Editor-in-chief **Maryfran Johnson** won the recent American Business Media's inaugural Timothy White Award for courage and integrity in part because of her commitment to telling the truth to our readers and not just saying positive things about potential advertisers.

continued from previous page

> *"Quality wins, every time."*
> *-- Vincent Heeringa, publisher, Unlimited*



monthly business magazine segment; has the largest paid circulation of local business monthlies; and has a paid circulation growth rate of about 11%.

"We consistently win journalism and design awards and find through research that people really love our brand," he said. "This success is largely the result of letting a quality product speak for itself."

Every new award *Unlimited* gets is printed on the cover and sent via press releases and e-mails to agencies and other media. "We get regular coverage in other media about our awards," he said.

Unlimited's over-size form and heavy paper stock may be expensive but IDG New Zealand reaps rewards in attracting advertising because clients know their ads will really stand out. Rivals in the market have taken notice, however." Since launching with the oversize format, we have spawned an industry of copycats that see the large size as attractive to advertisers," he said.

"Awards are great, but if you don't underscore their importance and sing your song to the right customers, they'll never hear it," said **Cathy O'Leary Hayes**, CXO Media executive VP, Marketing. CXO Media's *CIO* recently won three Jesse Neal National Business Journalism Awards, including its second straight Grand Neal, while sister publication *CSO* collected four Neals, as well as Grand Neal runner-up honors.

Guided by Marketing Communications Director **Sue Yanovitch**, CXO Media is investing in a direct marketing campaign to current and prospective advertisers. "The campaign features exciting creative that likens the Neals to mainstream awards like the Pulitzer Prize and the Oscars," Hayes said. "It conveys the importance of editorial quality, which has a reader loyalty and trust, attributes that astute marketers care about when evaluating media choices."

In addition to the campaign, the company keeps a running tally of all awards for its multiple brands and packages that information into a variety of effective sales tools. "If you can demonstrate editorial expertise and track record over time, the cumulative effect is tremendously powerful," Hayes said.

CXO also runs a seal touting the Neal or ASBPE honors on the front of its winning magazines for three to six months after the win. Both sales and editorial staffs put similar stickers on media kits and outgoing mail, which Hayes said is both "a simple and cost-effective way to convey editorial excellence."

> *"Awards are great, but if you don't underscore their importance and sing your song to the right customers, they'll never hear it."*
> *-- Cathy O'Leary Hayes, executive VP/marketing, CXO Media*

"Editorial quality matters from a marketer's standpoint," she said. "It conveys leadership, audience affinity and publication brand preference. In these cost-conscious times, why would an advertiser want to waste precious dollars running in a less-than-stellar editorial environment?"

Contact Matt Duffy at matt_duffy@computerworld.com, Terry Ann Croci at tcroci@nww.com, Sandy Wong at sandy_wong@pcworld.com, Cathy O'Leary Hayes at chayes@cxo.com, Sue Yanovitch at syanovitch@cxo.com and Vincent Heeringa at vincent_heeringa@idg.co.nz. WU

what's working

Building readership

IDG New Zealand's relentless positioning of *Unlimited* as a high-quality publication has helped it build readership. Publisher **Vincent Heeringa** described two approaches to gaining new readers.

- Readers are regularly asked to find other readers, sometimes with the incentive of a prize drawing if they provide a friend's name who then receives a free copy. "This Christmas we gave them a two-for-one gift subscription — they sent us their friends' names and we sent their friend a Christmas card and a gift-wrapped edition."
- *Unlimited* promotes itself as 'small but beautiful' to lure other, larger organizations to use the magazine as a reward. "For example, the largest newspaper in the country recently offered business readers a six-month subscription to *Unlimited* when readers take out a subscription to the newspaper. Despite the paper being a rival media outlet, it sees *Unlimited* as a treat for readers. In fact, the two largest rival papers are running the same promo at the same time!"

noteworthy people

Mizoras

LESLIE BACHAND

Stolarski

IDG WORLD UPDATE

Fox

Promotions

IDC Inquiry Analyst **Josh Martin** moves into a new role as associate analyst with the Consumer Markets group. "Josh has done a fantastic job supporting the Consumer Markets, Semiconductor, Smart Handheld Devices and Channels research groups and clients," said **Kimberly Schuberthan**, IDCInquire Manager, "and we wish him continued success in his new role."
jmartin@idc.com

IDC Framingham Inquiry Analyst **Meghan Mizoras** has been promoted to senior inquiry analyst. "When Meghan joined IDCInquire in July 2001 she was supporting the Storage group, but she quickly added the U.S. and Worldwide PC Tracker, Personal Computing and Displays programs, and European Storage clients to her list," said IDC Inquire Manager Kimberly Schuberthan. "Meghan has received numerous accolades from clients, IDC sales people and analysts from other research groups with regard to her knowledge of our research and her responsiveness to inquiries. When she isn't single-handedly turning out the Storage Newsletter or working on inquiries, she stays extremely busy collecting data for the PC Pricing database."
mmizoras@idc.com

New employees

CXO Media has hired **Christine Hopkins** as sales assistant. She was previously a mortgage processor at National Mortgage Advice and before that a sales support coordinator at Monstermoving.com, a division of Monster.com. She holds a B.A. in psychology from Roanoke College in Salem, Va., and enjoys reading, cinema and sports.
chopkins@cxo.com

Jakub "Kuba" Stolarski joins IDC Framingham as a research analyst, coming from Worcester Regional Research Bureau where he was a research associate. He holds a B.A. from Yale University in political science and an M.A. in the same field from Duke University.
jstolarski@idc.com

John Buttress is IDC Framingham's new research manager with the Storage Disk group. He was previously a principal engineer with Hutchinson Technology, Inc. and is a graduate of the U.S. Air Force Academy in Colorado Springs, Col., where he majored in mechanical engineering. Away from his desk he enjoys playing golf.
jbuttress@idc.com

Returning employees

After working in Sony Music's Digital Platform Group building an e-commerce platform for digital music, **Declan Fox** returns to IDG as product manager for *InfoWorld*. He previously managed *PC World's* TipWorld and Dummies Daily e-mail newsletter product lines. He holds a B.A. in European studies from Harvard University and enjoys travel, cooking, fine wine and hiking.
declan_fox@infoworld.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC's Brenda Casey wins $50 AmEx gift certificate in IDG Central scavenger hunt — you could be next!

IDC Executive Assistant **Brenda Casey**'s entry was selected in a random drawing from among all correct entries in the IDG Central scavenger hunt publicized in the May 24 issue of *IDG World Update*.

Missed out the first time or want to try again? Here's another chance. You will find the answers to the following five questions on the IDG Central site. Send your answers to idgcentral@idg.com. All correct entries will be entered in a random drawing for another $50 gift certificate. Good luck! (The final contest will be published June 7.)

1. In the Corporate Communications section, what company milestone is listed for 1974?

2. What city will host Portable Power Conference & Expo in September?

3. Who is the last person listed alphabetically in the IDG Directory?

4. What is the circulation of *PC World Brazil*?

5. What is the Question of the Week?

Act fast! Entries must be received by June 3 to be entered in the drawing. The winner will be announced in next week's issue — and on IDG Central!

If you need a login and password for IDG Central, you may request one online at www.idgcentral.com.

IDG forming East Coast and West Coast teams for AIDS walks

U.S. employees on both coasts are once again invited to join together to raise funds for the battle against AIDS. The 2004 AIDS Walk & 5K Run will take place in Boston on June 6. IDG List Services President **Deb Goldstein** will serve as the IDG AIDS Walk Team Leader for the East Coast. Anyone interested in walking and/or sponsoring the IDG team may contact Deb at 508-370-0820 or deb_goldstein@idg.com. **Diane Hacker**, senior manager, Online Ad Development, for *PC World*, will head up the West Coast effort. That 10K walk takes place on Sunday, July 18 in Golden Gate Park. For more information contact Diane at 415-978-3131 or diane_hacker@pcworld.com.

Get your free passes to the New England Aquarium, Boston's Children's Museum, Museum of Science

As a corporate member of The New England Aquarium, the Museum of Science in Boston and the Children's Museum, IDG has a limited number of exhibit hall passes to all three venues that are available to employees.

Aquarium passes are good through June 2005 and up to four passes may be requested.

Museum of Science tickets are good through September and you may request up to 10 tickets. Children's Museum passes are valid through June 15, 2005, and you may request up to four.

To request tickets, please send an e-mail to world_update@idg.com and provide your name, business unit address and number of passes for which attraction you would like to receive.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Paco Zabala *IDG Spain*

19

Rudolf Schuster *IDG Germany*
Walter Kainz *IDG Germany*

18

Patrick Kenealy *IDG*
Bob Ostrow *PC World*
Martin Hingley *IDC U.K.*

17

Susanne Kratoschka *IDG Germany*
Gaby Kirschbaum *IDG Switzerland*

15

Paul King *PC World*

14

Steve Fontaine *IDC Australia*
Margaret McAvenia *IDG*

13

Paula DeMeo *IDG*
Noboru Masuda *IDG Japan*

12

Stephen Lawson *IDG News Service*
Marlene Buschbeck-Idlachemi *IDG Germany*

11

Michael Riis *IDG Denmark*

10

Jim Sullivan *IDG Int'l. Publishing Svcs.*
José Ralphe Manzoni Jr. *IDG Brazil*
Anne Ridyard *Digit*

9

Karen Smalarz *IDG*
Nancy Koral *IDG Research Services*
Michael Hall *IDG*

8

Steve Spingola *Mac Publishing*
Albie Minkovitz *IDG Research Services*
Sandrine Gissinger *IDG France*
Daniel Rougier *IDG France*
Christopher Gould *IDG U.K.*
Ruy Mendes *IDC Brazil*

7

Gabriele Dineiger *IDG Germany*
Klaus Maurer *IDG Germany*
Peter Steinlechner *IDG Germany*
Steven Poelking *IDC Canada*
Malgorzata Kubecka *IDG Poland*

6

Yukari Sasaki *IDG Japan*
Izabella Milke *IDG Poland*
Mattias Inghe *IDG Sweden*
Niels Veileborg *IDG Denmark*

5

Peter Cohen *Mac Publishing*
Amy Scott *IDG World Expo*
Jessica Taylor *IDG*
Richard Green *IDG List Services*
Simone Bos *IDG Netherlands*
Verena Ottmann *IDG Germany*
Christine Vetter *IDG Germany*
Rolf Fischer *IDG Switzerland*
Andrzej Góralczyk *IDG Poland*
Shunsuke Murahashi *IDC Japan*

4

Elizabeth McMahon *IDG World Expo*
Pedro Villafane *IDG*
June Zammett *IDG*
David Castaneira *IDG France*
Jan Tomaszewski *IDG Germany*
Panagiotis Kolokythas *IDG Germany*
Christophe Urra *IDG Germany*
Jan Houska *IDC CEMA*
Lukás Raska *IDC CEMA*
Thomas Vavra *IDC CEMA*
Chris Barnard *IDC Benelux*
Magdalena Kjellqvist *IDG Sweden*
Michiko Ohishi *IDC Japan*
Nathaniel Martinez *IDC U.K.*

3

Jennifer Duffin *IDG World Expo*
Jeffrey Kearns *IDG*
Leigh Mills *IDG*
Terese Patterson *IDG*
Helen Wang *IDG China*
Maria Luisa Melo *IDG Spain*
Patrick Reininger *IDG Germany*
Horst Ellermann *IDG Germany*
David Wolski *IDG Germany*
Sonia Codispoti *IDG Italy*
Luisa Fanti *IDG Italy*
Hironobu Sagara *IDG Japan*
Tamae Hamaya *IDG Japan*
Diane Clarke *IT World Canada*
Melinda Mansan *IT World Canada*

2

Annalisa Williams *IDG Entertainment*
Jasmin Dave *IDG Entertainment*
Tomas Jirasko *IDG Czech*
Radim Hazsalik *IDG Czech*
Chip Hazard *IDG Ventures*
Dominique Carlier *IDG France*
Christopher Hodgson *Digit*
Denis Telles Gaia *IDC Brazil*
Sascha Mutschler *IDG Germany*
Patrick Hartmann *IDG Germany*
Héctor Nava *IDC Mexico*
Sascha Zäch *IDG Switzerland*
Sandy Fong *IDG Singapore*
Joakim Allwin *IDG Sweden*
Kenji Higurashi *IDC Japan*
Morten Holm *IDG Denmark*
Vibeke Hjortlund *IDG Denmark*

1

Zorraine Angus *InfoWorld*
Christine Chapman *PC World*
Lu Dai *IDG Asia*
Elisángela Goto da Silva *IDG Brazil*
Yann Lange *IDG France*
Benjamin Blum *IDG Germany*
Holger Kellermann *IDG Germany*
Dominika Kaminska *IDG Poland*
Björn Olsberg *IDG Sweden*
Bo Nordin *IDG Sweden*
Satoshi Matsumoto *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

2004 IDG Global Online Meeting set for June 17-18 in San Francisco

Plans are under way for a functional meeting, open to all IDG business units worldwide, focused on exchanging best practices across all aspects of online publishing. Cutting across editorial, sales/marketing, technology and business development lines, the meeting will explore some key themes and issues in the marketplace such as reader revenue, incremental vendor revenue, partnerships, internal collaboration, and traffic measurement, analysis and application.

The format will include presentations to the whole group, opening and closing remarks by IDG CEO **Pat Kenealy** and some parallel session tracks.

If you are interested in attending, or have suggestions for topics and presentation speakers, contact IDG International Publishing Services VP/IT **Morris Effron** at morris_effron@idg.com. Contact IDG Travel Services Director **Lyndsey Pomella** at lyndsey_pomella@idg.com for hotel and travel arrangements. The conference will be held at The Fairmont Hotel in San Francisco (www.fairmont.com/sanfrancisco.)

celebrating 10!

Name
Shelly Reimer

Home
Redwood City, Calif.

Joined IDG
November 1993 as Assistant Production Manager, *Sega Visions* (a custom-published magazine).

Career path since joining IDG
In 1995, I became assistant production manager for *GamePro* and *SwatPro* magazines. In 1998, became production manager of *GamePro* and *Code Vault* magazines. In 2001, became production director of all IDG Entertainment properties, which now includes *GamePro*, *Code Vault*, *Star Wars Insider* and the recently launched *Gamestar* magazine.

Current title, what job involves
As production director, I run the day-to-day operations of making sure that all deadlines are met for sending files and proofs to our various printers. I also set the production schedules that we all live both our professional and personal lives by. I work closely with the editorial and ad sales teams to accept late-breaking news and accommodate ad material extensions.

Latest accomplishment
Bringing prepress in-house last year.

What's kept you at IDG for 10 years?
Working with a great bunch of talented co-workers, the quality of products we produce and a fun working environment.

Best piece of advice you've ever received?
Always keep a positive attitude, don't let obstacles get in your way, and do one thing at a time. Eventually everything will work out.

Family
My husband Dean and I have a son, Nathan, age 8.

Most rewarding thing you've ever done?
Raising my 8-year-old son.

As a child, what did you want to be when you grew up?
An airline attendant. I wanted to travel the world. Nowadays, I get nervous getting on airplanes.

First job?
Waitressing at a Farrell's Ice Cream Parlor serving up such delicious dishes as Pig's Trough and Gastronomical Epicurean's Delight (a four-foot long meat-lovers' sandwich).

What disc is in your CD player right now?
Songbird by Eva Cassidy.

IDG Entertainment's ***Shelly Reimer*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent dinner at San Francisco's Ritz-Carlton Hotel honoring her 10 years of service to the company.*

Do you have any pets?
We have one cat named Tieger (not Tigger, my son will remind you).

What book is on your nightstand?
The Secret Life of Bees by Sue Monk.

What is your favorite thing to do that doesn't cost any money?
Spend a day at the beach playing with my husband and son.

Favorite vacation spot?
I would love to vacation in Australia — maybe my 20-year anniversary trip?!

Manager's profile
"Shelly's the glue that holds all of IDG Entertainment's Creative Services together through her razor-sharp organization, strong management, and hard work ethics. Nothing goes to print without passing through her watchful eye. She's extremely responsible and proactive in recognizing just what needs to be done to get the job done — she's the wheels that makes the Creative Services department run. Most of all, Shelly's a great coworker, mentor, friend and the one person you would want on your team anytime, anywhere. We are privileged to have had Shelly as part of the IDG Entertainment family for the past 10 years!"

— *Francis Mao, senior VP Editorial & Creative Services, IDG Entertainment*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Carole Dean *IDG*
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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG World Update

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WWW.IDGWORLDUPDATE.COM

IDG business units help publicize World Expo event

Global cooperation will help attract highly qualified international audience

PORTABLE power
Power Up and Go!
September 12-14, 2004
The Argent Hotel San Francisco, CA
IDG WORLD EXPO

*This ad will run in IT World Canada's June 11 issue of Computerworld as well as its June 25 issue of Network World. "Our Canadian partners were the first to step up to promote Portable Power through their online newsletters, banner ads and print ads," noted **Kathleen Shepherd**, marketing manager for Portable Power.*

IDG World Expo is planning to welcome a much more international and highly qualified audience to its Portable Power Conference & Expo™ this September, thanks to the cooperation of a number of IDG offices around the world.

"Portable Power is a niche event that attracts design engineers and OEM decision-makers looking for power solutions to create smaller, lighter and more powerful portable devices," explained **Kathleen Shepherd**, marketing manager for Portable Power. "Much of the design and development of portable devices takes place in Asian and European markets, and there is an enormous opportunity to draw highly qualified attendees from these regions," she said. But marketing to these professionals proved a challenge.

"It's simply not cost-effective for us to use direct marketing in overseas markets," noted IDG World Expo President **David Korse**. "Without a companion publication, we don't have good lists of potential attendees to market to." And so in March, Korse turned to colleagues to ask for help in getting the word out about Portable Power to their readers via calendar listings and advertisements.

The response, he said, has been overwhelming. So far, IDG offices in Japan, Singapore, Norway and Spain as well at IT World Canada have agreed to place banner ads on their Web sites and run print ads — at no or reduced cost — in their publications as space becomes available during the next few months.

In Singapore, for example, an ad will run on the company's corporate portal (idg.com.sg) until September and a small house ad will run in *Computerworld Singapore* if and when space allows. "We decided to help promote this event since, after all, we are all part of one big family," said IDG Singapore Publisher **Jimmy Yu**. "Every success of our sister companies counts at the end

continued on page 4

Small-scale Executive Forum reaps big rewards

Second Computerwoche event brings CIOs together for information sharing

When 35 CIOs have the chance to spend two days together at an exclusive gathering to share ideas about the pressing issues they face, a lot gets accomplished, and it's a win-win-win event for participants, sponsors and the host. Last month *Computerwoche*, in cooperation with the University of St. Gallen, organized its second annual Executive Forum, a two-day event that brings together CIOs from leading German companies at a resort outside Munich.

*Computerwoche Editor-in-chief **Christoph Witte** (left) and one of the four speakers at the Executive Forum, T-Mobile CIO Steffen Roehn.*

This year's invitation-only event focused on "The Transformation of Business and IT," as attendees sorted out the best ways of integrating older — and more stable — IT systems with newer, more flexible ones and making them work well in the long-term. Two speakers from BMW and T-Mobile and two university professors led the discussions.

As with last year's forum, feedback was exceptionally positive. "The workshop atmosphere we need to make this event successful is impossible to achieve with bigger groups," said *Computer-*

continued on page 5

in brief newsworthy

IDG Italy continues profitable and popular Town Meeting series

A.CARIGNANI
D. LO GIUDICE
A.STEPPELLONE
P.LOMBARDI
COMPUTERWORLD

Among the speakers at IDG Italy's Outsourcing Forum in Milan were (l-r): University lecturer Andrea Carignani, Meta Group Country Manager Diego Lo Giudice and Computerworld Italia Editor-in-chief ***Paolo Lombardi****.*

IDG Italy hosted a conference on Outsourcing last month, the third in a series of five Town Meeting events planned this year. Each conference in the profitable series, begun in 2002, is sponsored by either *Computerworld Italia* or *Network World Italia*. The half-day event features a small panel of outside speakers, some from the three to five event sponsors, chaired by the publication's editor-in-chief. A light lunch follows the presentations. IDG Italy has been averaging 200 attendees at these free-admission events, primarily high-level IT executives, with 61% of them from companies with more than 100 employees.

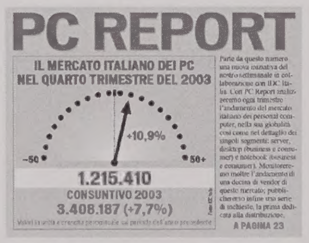
The recent Outsourcing meeting reaped a profit of 8,000 Euros (US$9,685). Next up is a June 8 event for CIOs on business and IT, and a utility computing conference later this year.

Contact Marketing Assistant ***Claudia Cavalleri*** *at claudia_cavalleri@idg.it.* WU

IDG, IDC Italy team up for *PC Report*

IDG and IDC Italy started a new quarterly initiative in February designed to provide useful market research for *Computerworld Italia* readers while increasing IDC's visibility.

The *PC Report*, a six-page insert in *Computerworld*, is primarily based on an abstract of IDC research with observations from IDC analysts and trends within Italy's PC market in Italy. *CW Italia* editors will monitor the performance of 10 to 12 major vendors. Each report will include an article based on a survey conducted by *Computerworld Italia*. The first one in February focused on distribution, and the most recent one on May 24 addressed desktop management services.



PC REPORT

IL MERCATO ITALIANO DEI PC NEL QUARTO TRIMESTRE DEL 2003

+10,9%

-50

50+

1.215.410

CONSUNTIVO 2003

3.408.187 (+7,7%)

Valori in unità e crescita percentuale sul periodo dell'anno precedente

Fonte: IDC

Parte da questo numero una nuova iniziativa del nostro settimanale in collaborazione con IDC Italia. Con PC Report analizzeremo ogni trimestre l'andamento del mercato italiano dei personal computer, nella sua globalità così come nel dettaglio dei singoli segmenti: server, desktop (business e consumer) e notebook (business e consumer). Monitoreremo inoltre l'andamento di una decina di vendor di questo mercato; pubblicheremo infine una serie di inchieste, la prima dedicata alla distribuzione.

A PAGINA 23

Contact Marketing Assistant ***Claudia Cavalleri*** *at claudia_cavalleri@idg.it.* WU

News Service's Training Toolbox contains ideas for journalist training

Are you an editor looking for ways to help your reporters conduct better interviews or plan more effective coverage at trade shows? Would you like some tips on helping writers develop their sources, write better headlines or improve their beat coverage?

If so, you'll want to check out the Training Toolbox on the IDG News Service (IDGNS) site (www.idgns.com). Created as a forum for sharing resources that can be used by editors throughout IDG to train, motivate and support journalists, the Toolbox contains numerous documents and links grouped into five general categories: Editing, Writing, Trade shows, Reporting and More Resources.

"For the most part, we have focused on providing tip sheets that can be used as problem-solving handouts or as the basis of discussion at informal training sessions such as brown bag lunch sessions that many organizations conduct" said IDGNS Editor-in-chief **Elizabeth Heichler**, noting that the idea for this resource grew out of discussions at last October's Computerworld/InfoWorld/CIO product line meeting where several editors from around the world said they would like to be able to take advantage of training ideas and resources from other groups. In addition, there are a number of links to some useful sites including No Train, No Gain and the Poynter Institute.

Heichler and her staff have assembled the Toolbox contents from various sources. Some they have developed themselves, some they have borrowed ("with appropriate attribution!" Heichler noted) from other journalists and editors, others have been donated by IDG business units such as *Computerworld*, which has contributed a collection of documents from its Training U site. Heichler stressed that the current offerings "are just a beginning. We are very interested in adding more material that can help editors, who may not be natural teachers, set up and organize useful training sessions."

Any IDG editor wishing to contribute resources for the Training Toolbox is encouraged to contact Heichler at elizabeth_heichler@idg.com. WU

Coming up

IT Executive Summit on Network Consolidation
(A Computerworld event)
June 15
Marriott Marquis
New York, NY
www.itexecutivesummit.com/nc.html

IDG Global Online Meeting
June 17-18
The Fairmont Hotel
San Francisco
Contact:
morris_effron@idg.com

Business Intelligence Conference
June 22
American Chamber of Commerce
São Paulo, Brazil
www.idc.com/events

Macworld Conference & Expo
July 12-15
Boston Convention & Exhibition Center
Boston
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 2-5
The Moscone Center
San Francisco
www.linuxworldexpo.com

the interview

one on one

Pat Kenealy
The CEO of IDG is this week's columnist. Reach him at pk@idg.com.

What keeps you up at night?

Two things mostly. First: balance. Balance between stability and change, between growth and profitability, between the short- and long-term, between the needs of one business unit and the needs of IDG overall, between traveling and spending time at home. I could go on...

Second: lost opportunity. I actually don't worry much about the campaign we lost last quarter or the problems we had last fiscal year. I get the most frustrated when I — or usually others — see a big growth opportunity and can't grab it and go while the going is easiest. In many ways, I see my job as helping IDG overall spend time and money on the most promising big opportunities.

Q What are the top three marketplace changes you've seen in the past 12 months, excluding an improved economy?

A 1. Increased use of online advertising by our clients and by advertisers in general. 2. Continued business user (and vendor) migration from closed- to open-architecture solutions. 3. Continued convergence of computing and consumer electronics in the home.

Q An Online Product Line Meeting will take place later this month in San Francisco. What in your opinion are the most important issues facing IDG business units in this arena?

A Business model evolution and internal organization and reporting. On the business model side, most IDG business units get reader and advertiser revenue to support their print products but get only advertiser revenue to support their online products. Many IDG business units publish controlled circulation (or registered circulation) print products and get high CPMs for advertising in them, but few IDG business units have registered circulation online products. We need at least as many revenue streams in online as in print.

On the internal organization and reporting side, business units need to remember that "what gets measured is what gets improved" and make sure they organize their online reporting and internal organizations to satisfy current and future customer demands. We're working now to guarantee that basic online readership and revenue measurements are present (and mostly consistent) at all IDG business units, and we will share the figures among the business unit managers and their online publishing teams.

Q You recently addressed attendees at the Global Media Institute on "The State of IDG." Any top-level observations you can share with the wider IDG audience?

A IDG is profitable overall, has a good cash position and is debt-free. Based on the first half of this fiscal year's results, IDG should do much better this year than last year. IT spending in the U.S. has been up the last few quarters and IT spending in Europe seems to have turned the corner earlier this year. Advertising is picking up in most of our markets, especially online, and much of IDG's hardest work in the next 12 months will be to make sure we get our fair share of online ad and promotion dollars.

Q During your address at the recent American Business Media's spring meeting, you warned colleagues to keep an eye on "non-traditional competitors" such as CNET, TechTarget and Google and to not be satisfied with ahead-of-plan revenue growth when online competitors may be far outstripping them in some areas. In what areas, and how do IDG business units compete with these new Internet-based businesses?

A The companies you mentioned and many others that didn't exist a decade ago now compete with IDG for IT marketers' advertising and sales promotion dollars — often by using OPC (other people's content). By monetizing IT keyword searches, by framing and aggregating OPC and — increasingly — by creating original IT-related content, these sites command IT buyer attention and charge advertisers for it. They learned by watching IDG's focus, values and success. We should learn from their innovations and flexibility and compete with them just as we have with past competitors in past new media.

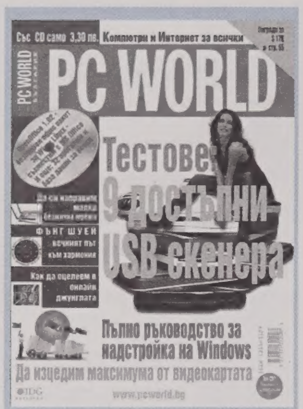
Q When the Web first became part of our reality, most IDG publishers began to create Web sites to accompany their publications, but the focus remained squarely on print. Today that has certainly changed, with units increasingly looking to create sustainable, revenue-generating online products. What in your opinion will be the eventual "correct" balance between print, online and events at most IDG units?

A I think it will vary by country and by audience, but I think advertisers will always use a mix of media. Across history, new media added to the amounts and complexity of major ad budgets. In the U.S., big IT advertisers use newspapers, magazines, radio, television, outdoor, place-based, conference, expo and other media — as individual properties and in big single- and multi-media networks. They buy these media locally, nationally and even globally, directly and through all manner of brokers and agencies. It's actually rare that a medium that works ever becomes completely obsolete, and some media go in and out of fashion. I'm betting that online advertising is here to stay and think that every IDG business unit should be as good at online as it is in print.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

PCW Bulgaria aims to lure readers with PC-building contest

Seven-month-long contest is being sponsored by local PC companies


Със CD само 3,30 лв.
Компютри и Интернет за всички
PC WORLD
Тестове: 9 достъпни USB скенера
Да си направим малка безжична мрежа
ФЪНГ ШУЕЙ вечният път към хармония
Как да оцелеем в онлайн джунглата
Пълно ръководство за надстройка на Windows
Да изцедим максимума от видеокартата
IDG
www.pcworld.bg

Staff at PC World Bulgaria are hoping to convert many of the people attracted by its competition into loyal readers.

PC World Bulgaria recently launched a unique competition in the local market aimed at boosting circulation, audience quality and, ultimately, its advertising base.

Staff at IDG Bulgaria estimate that there are somewhere between 5,000 and 8,000 people in the country capable of putting together a PC from scratch. More important, a good number of those people do not currently read the monthly, which has a print run of 8,000 copies.

To reach this group of potential readers, the publication has embarked on a seven-month-long contest, PC World's National Assembling Competition. For six consecutive months, beginning in April, each issue will contain a test comprising 10 questions that will challenge the entrants' understanding of the inner workings of a PC. To be eligible for the final contest, would-be participants must respond to at least five of the six tests. The 30 people with the highest cumulative scores on the five tests will be invited to the country's capital, Sofia, in December to participate in the PC assembly contest.

The contest, which is being heavily promoted on several popular Internet sites, is being underwritten by various local computer importers and distributors including Microsoft Bulgaria, Techno Pro, Persy, Argus, Torin and Risk Elektronics. Each of the sponsoring companies will donate parts to be used by the contest participants.

The 30 contestants will be given all the parts necessary to build a PC and four hours in which to do it. Once assembled, each of the 30 computers will be tested by a jury made up of *PC World Bulgaria* Editor-in-chief **Evelin Stoev**, Test Editor **Anton Belev** and several experts from the sponsoring companies. The winner will receive an all-expense-paid three-day visit to next year's CeBIT in Hannover, Germany; 10 runners-up will each get to keep the PCs they build.

The first contest generated more than 200 entries; the second more than 300. "Naturally, we are hoping this contest will contribute to our circulation growth," said **Bisser Boev**, general manager of IDG Bulgaria. "But it is one thing to attract the attention of new readers and quite another to turn them into loyal readers," he continued. "The contest is addressing the former, the real work comes next. But the formula is straightforward: professional editors, quality content, eye-catching design, audience research and attractive newsstand and subscription strategies."

Contact Bisser Boev at bisser_boev@idg.bg.

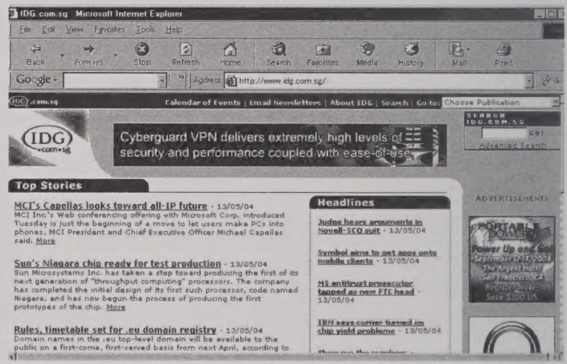
World Expo

continued from page 1

of the day, and we will all benefit in one way or another."

Echoing his sentiment, IDG Norway Managing Director **Morten Hansen**, who has agreed to run the Portable Power ad on all of IDG Norway's Web sites and in its publications in place of the company's own house ads, said, "We decided to help for 'family reasons.' We are one group and share the same values. I think we are all obliged to help one another provided we have the means to do it."

For their part, the team at World Expo is deeply appreciative of the cooperation it has received to date. "This is a great demonstration of the positive opportunities we have to leverage our collective strength for the greater good of IDG," Korse noted. "We sincerely appreciate the assistance provided to us by our colleagues throughout IDG."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Back Forward Stop Refresh Home Search Favorites Media History Mail Print
Google
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Register Now
Save $300 US

MCI's Capellas looks toward all-IP future - 13/05/04
MCI Inc's Web conferencing offering with Microsoft Corp. introduced Tuesday is just the beginning of a move to let users make PCs into phones, MCI President and Chief Executive Officer Michael Capellas said. More

Sun's Niagara chip ready for test production - 13/05/04
Sun Microsystems Inc. has taken a step toward producing the first of its next generation of "throughput computing" processors. The company has completed the initial design of its first such processor, code named Niagara, and has now begun the process of producing the first prototypes of the chip. More

Rules, timetable set for .eu domain registry - 13/05/04
Domain names in the .eu top-level domain will be available to the public on a first-come, first-served basis from next April, according to

Judge hears arguments in Novell-SCO suit - 13/05/04

Symbol aims to get apps onto mobile clients - 13/05/04

MS antitrust prosecutor tapped as new FTC head - 13/05/04

IBM says corner turned on chip yield problems - 13/05/04

IDG Singapore is running a 120- by 120-pixel ad (in right hand column) alerting its readers to the Portable Power Conference & Expo on its home page, www.idg.com.sg, from now until September.

"We were so pleased that so many business units offered to help," Shepherd added. "Partnering with many of the international publications helps us all get additional visibility and it keeps the love in the family. Partnering is key to everyone's success."

For more information and to learn more about partnering opportunities contact Kathleen Shepherd at 508-424-4802 or kathleen_shepherd@idg.com. Learn more about Portable Power Conference & Expo by visiting www.portablepowerconference.com.

> *"We decided to help for 'family reasons.' We are one group and share the same values. I think we are all obliged to help one another provided we have the means to do it."*
>
> *-- Morten Hansen, IDG Norway*

IDG

June 7, 2004

Sr. Designer (CXO)

Are you a seasoned Senior Designer with a passion for great magazine design? CXO Media has an opportunity for you to join our CIO magazine's award-winning, collaborative editorial design team. We produce strategy magazines for executives: CIO, for information executives, CSO, for security executives, and coming soon - CMO for marketing executives. If you have 5+ years of magazine or publication layout experience, a strong editorial design portfolio, and are absolutely nuts about type, we'd love to hear from you. We'll be looking for experience directing photography and illustration, creating stunning layouts and covers as well as a good brain for creating infographics. Excellent collaboration and conceptual skills, a design degree and a sense of humor required. We use Quark, Photoshop and Illustrator in a Mac environment. Join us in our collaborative culture where the emphasis is on continuous learning and going beyond the ordinary. ***Location: Framingham – MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Copy Editor (CXO)

CXO Media is seeking an experienced copy editor to edit for style, clarity and correctness, and to proofread materials at various stages of production for three trade magazines targeting upper-level technology, security and marketing executives. The copy editor will work closely with the managing editor and design department to coordinate copy traffic. Requirements: The ideal candidate will possess two-plus years of copyediting experience, preferably at a magazine. Attention to detail a must. The candidate must also possess excellent prioritization skills and ability to handle multiple tasks at once, and be organized, flexible and dependable. Familiarity with business and technology issues is a plus, as are experience with Macintosh, Quark Publishing System, Lotus Notes, e-mail and online technologies. ***Location: Framingham – MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Editorial Assistant (CXO)

CXO Media Inc. is looking for an editorial assistant to help support the editorial team. This position will provide the right candidate an opportunity to learn all aspects of the editorial operations of a magazine. Duties include general support to the editorial department, fact checking, occasional research for writers and editors, and fielding questions from readers and PR reps. Opportunity to write occasional short items. Candidate must be detail oriented, flexible and team player, with the ability to work independently. Good communication skills a must. Knowledge of Quark CopyDesk, Lotus Notes and online technologies is helpful. ***Location: Framingham – MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Manager (CXO)

CXO Media has an exciting opportunity for a Program Manager working on CXO's peer-to-peer advisory and research service which provides the most senior IT executives at leading enterprises worldwide with peer-to-peer networking, dialogue, and research. The Program Manager is charged with selling the program to high-level technology executives and ensuring the delivery of highest-quality peer research and inquiry fulfillment to the members of the program. The Program Manager assesses member needs, responds to matchmaking and research inquiries, and delivers personalized service to ensure the program exceeds the members' expectations. The Program Manager role is responsible for negotiating and transacting new membership and continued participation of existing members. Requirements include an outstanding record of achievement in consultative sales/closing business in an account management, research inquiry, sales or revenue role. Must also have the ability to meet personal and team financial goals, conduct substantive content discussions with C-level IT and business leaders, demonstrated poise and grace under pressure, general knowledge of the business of IT, ability to work well within a team and across functions, flexibility to think creatively about how to provide the highest level of service and value, and superior verbal and written communication skills. 4-6 years experience in a related role required. There are 3 positions available. ***Location: Framingham – MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IDC Taiwan's creative photo opportunity pays off

To capitalize on IDC's 40th anniversary , IDC Taiwan tried a new tactic last month to literally build visibility for itself and its Directions briefing session.

During a press conference held for the first time the day before Directions, four IDC executives built a pyramid with each side representing four decades of the IT industry. IDC Taiwan Associate Marketing Manager **Emerald Wu** came up with the idea for the pyramid as a way to visualize IDC's "40 Years of IT" white paper, written by IDC Chief Research Officer **John Gantz**.

0 Years of IT
Looking ahead
40
1st decade
4th decade
Business

(From left): IDC SVP/International **Philippe de Marcillac**, IDC Taiwan Country Manager **Terry Tsao**, IDC VP/Global Semiconductors Group **Mario Morales** and IDC Asia/Pacific Managing Director **Piyush Singh** with the completed pyramid.

As IDC Taiwan Country Manager **Terry Tsao**, SVP/International **Philippe de Marcillac**, VP/Global Semiconductors Group **Mario Morales** and IDC Asia/Pacific Managing Director **Piyush Singh** each added a piece of the pyramid, an emcee described some of the key IT milestones that happened during that decade. When the pyramid was finished, a 40th anniversary sign lit up, music played and the executives lined up for a photo opportunity.

Sixty-one reporters, most from top-tier media companies, attended the press event. Within three days, IDC Taiwan had already racked up more than 25 press mentions from outlets including USTV, *China Times*, *China Post* and the *Taipei Times* with many running photos as well. Wu said she expects the number of media mentions to rise as she collects clippings from weekly and monthly publications.

"The press conference reinforced the media's impression of IDC's expertise and its leading position in the IT research field," Wu said. Gartner remains IDC Taiwan's prime competitor.

The following day, Directions drew 236 attendees, several dozen of whom were CXO/president-level executives from major Taiwanese and global IT vendors. More than 30 media representatives provided additional coverage of the event.

Write to ewu@idc.com. WU

Asia/Pacific IT market growth

- IT spending in Asia/Pacific, excluding Japan, in 2003 grew by 3.4% in real terms over 2002.
- In constant 2003 dollar terms, IDC predicts 10% growth for the region in 2004, reaching nearly US$88 billion.
- A recent user survey of more than 3,000 enterprise and public sector CIO and IT managers region-wide illustrates that better times for IT suppliers are ahead. This survey had 58% of respondents noting that overall IT expenditure will increase in 2004, compared to a minority of 2.5% noting a decrease in spending.

Source: IDC

40
2nd decade
40 Years of IT

VP/Global Semiconductors Group **Mario Morales** adds the '70s as IDC Asia/Pacific Managing Director **Piyush Singh** looks on.

"40 Years of IT" still available

IDC's "40 Years of IT" white paper has been available as a free download on IDC.com and is being distributed at Directions conferences around the world. The 20-page report chronicles IT industry highlights as well as IDC's growth through the years.

To get your PDF copy, go to the link on the home page of www.idc.com.

Executive Forum

continued from page 1

woche Editor-in-chief **Christoph Witte**. "In these smaller groups, everybody gets to talk with one another, and that is exactly what participants like most."

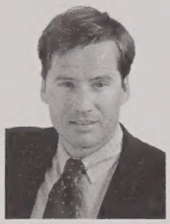
Witte said *Computerwoche* benefits editorially by developing better relationships with influential CIOs, making it easier to approach them for quotes at a later time and often persuading them to write guest pieces for *Computerwoche*. The sponsors, who this year were SAS, Compuware and SQS, are eager to participate because they have direct contact with potential customers.

While sponsors underwrite most of participants' expenses, the CIOs are charged a small fee of 198 Euros (US$243) as a way to ensure attendance.

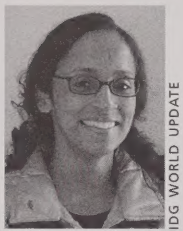
Write to cwitte@computerwoche.com. WU

noteworthy people

Giffhorn



Scherzer



IDG WORLD UPDATE

Rebbapragada

LESLIE BACHAND

Murray

Promotions

IDG Germany CEO **York von Heimburg** recently announced he has reorganized the operational management of the company's publishing operations into clearly defined business-to-business and consumer divisions, effective June 1. The divisions are being led by newly appointed group publishers **Karin Giffhorn** and **Stephan Scherzer**. The B2B group, comprising *Computerwoche*, *ComputerPartner* and *CIO*, will be managed by Gifforn, the longtime *Computer-woche* publishing manager. The Consumer unit, which includes *PC-WELT*, *GameStar*, *GamePro*, *DigitalWorld*, *Macwelt* and tecChannel, will be under Scherzer's direction. Scherzer, also publishing manager of *PC-WELT*, will temporarily retain those duties, as will Giffhorn at *Computerwoche*.

Giffhorn and Scherzer have been part of the four-member IDG group management board, along with von Heimburg and Financial Controller **Josef Lohner**, since it was created late last year.
kgifforn@computerwoche.de
stscherzer@idgmagazine.de

New employees

PC World has hired **Narasu Rebbapragada** as an associate editor/reviews. She was previously a senior editor at *MacAddict* magazine and holds a B.A. in political science from the University of California/Berkeley and an M.S.J. from the Medill School of Journalism at Chicago's Northwestern University. She enjoys yoga and running and recently spent 18 months volunteering at an adult literacy program. *narasu_rebbapragada@pcworld.com*

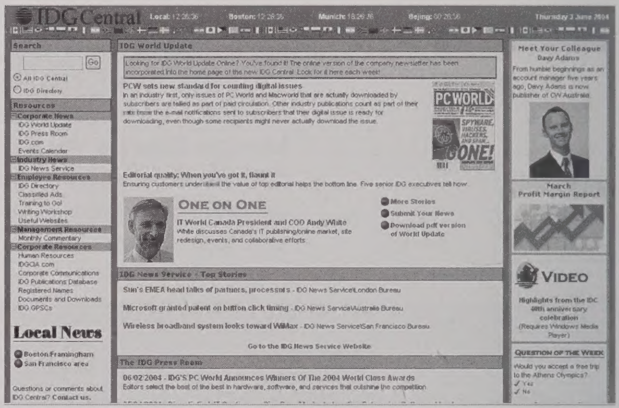
A recent honors graduate of Bentley College with a B.S. in information design and corporate communications with a minor in literature, **Margaret Murray** joins IDC Framingham's Global Access Group as an analyst account manager. *mmurray@idc.com*

Transfers

CSO Managing Editor **Elaine Cummings** makes a lateral move to CXO Media's new *CMO* magazine, which will debut later this year. "Elaine is a great and versatile editor," said CXO Editorial Director **Lew McCreary**. "Give her a below-average sow's ear, and she will turn it into an above-average silk purse. She is exceptional at making sure the flow of copy from Editorial into Design and Production happens without tribulation (except, occasionally, hers). And she deals with the delicate temperaments of outside contributors without ever letting them know they're being played. These are always valuable skills in a managing editor, and Elaine has them in spades. *CMO* is lucky to get her." *cummings@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Mike Malone wins $50 in IDG Central scavenger hunt — you could be next!



IDG Central
Local: 12:26:36
Boston: 12:26:36
Munich: 18:26:36
Beijing: 00:26:36
Thursday 3 June 2004
Search
Go
All IDG Central
IDG Directory
Resources
Corporate News
IDG World Update
IDG Press Room
IDG.com
Events Calendar
Industry News
IDG News Service
Employee Resources
IDG Directory
Classified Ads
Training to Go!
Writing Workshop
Useful Websites
Management Resources
Monthly Commentary
Corporate Resources
Human Resources
IDGCIA.com
Corporate Communications
IDG Publications Database
Registered Names
Documents and Downloads
IDG GPSCs
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San Francisco area
IDG World Update
PC WORLD
SPYWARE, VIRUSES, HACKERS, AND SPAM... GONE!
ONE ON ONE
More Stories
Submit Your News
Download pdf version of World Update
IDG News Service - Top Stories
Go to the IDG News Service Website
The IDG Press Room
Meet Your Colleague
March Profit Margin Report
VIDEO
QUESTION OF THE WEEK

Looking for IDG World Update Online? You've found it! The online version of the company newsletter has been incorporated into the home page of the new IDG Central. Look for it here each week!

PCW sets new standard for counting digital issues
In an industry first, only issues of PC World and Macworld that are actually downloaded by subscribers are tallied as part of paid circulation. Other industry publications count as part of their rate base the e-mail notifications sent to subscribers that their digital issue is ready for downloading, even though some recipients might never actually download the issue.

Editorial quality: When you've got it, flaunt it
Ensuring customers understand the value of top editorial helps the bottom line. Five senior IDG executives tell how.

IT World Canada President and COO Andy White
White discusses Canada's IT publishing/online market, site redesign, events, and collaborative efforts

Sun's EMEA head talks of partners, processors - IDG News Service\London Bureau

Microsoft granted patent on button click timing - IDG News Service\Australia Bureau

Wireless broadband system looks toward WiMax - IDG News Service\San Francisco Bureau

06/02/2004 - IDG'S PC World Announces Winners Of The 2004 World Class Awards
Editors select the best of the best in hardware, software, and services that outshine the competition

Questions or comments about IDG Central? **Contact us.**

Davy Adams
From humble beginnings as an account manager five years ago, Davy Adams is now publisher of CW Australia.

Highlights from the IDC 40th anniversary celebration (Requires Windows Media Player)

Would you accept a free trip to the Athens Olympics?
✓ Yes
✓ No

IDG's employee intranet, IDG Central, has been redesigned to feature company news and resources more prominently on the home page.

IDG's **Mike Malone** is the winner of the second IDG Central scavenger hunt. His entry was selected from among all correct entries submitted this week. Mike will receive a $50 American Express gift cheque. Congratulations, Mike!

To enter the third and final hunt, log on to IDG Central and find the answers to the following five questions. Send your answers to idgcentral@idg.com by Wednesday, June 16 to be entered in the random drawing for another $50 American Express gift cheque.

If you need a login and password for IDG Central, you may request one online at www.idgcentral.com.

Good luck!

1. IDG U.K.'s Helen Jeal, profiled in a recent "Meet your colleague" feature, confesses to a passion for what activity?

2. What Web site, listed under Employee Resources, can help you identify international holidays around the world?

3. Name one of the two titles highlighted on the Training to Go page.

4. According to Pat McGovern's executive bio (Corporate Resources), his publishing career began while he was still a student at MIT when he was named associate editor of what publication?

5. Steven Gray and Barbara Lewis are contributing a weekly column — The Troubles We've Seen: Tips for Helping Authors Say What They Mean — in the Writing Workshop section. What grammatical topic did they address in their column for the week of May 31?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Matt Smith *Computerworld*

22
Debbie Waters Colacchio *IDG*

21
Derek Hulitzky *Computerworld*

20
Mitch Betts *Computerworld*

19
Linda Holbrook *Computerworld*

17
Norman Noble *PC World*
Gary Anthes *Computerworld*

16
Vicki Peilen *PC World*
Lottis Bergsson *IDG Sweden*

14
Henry Pham *PC World*
Beáta Horváth *IDG Hungary*
Ilona Rodriguez *IDG Hungary*

12
Karen Mulligan *IT World Canada*

9
Måns Klockar *IDG Sweden*
Monica Sambataro *Computerworld*

8
Steve Traynor *CXO Media*

7
Ana Cristina Gonzalez *IDG Spain*
Andrea Lengyel *IDG Hungary*

6
Julie Hanson *CXO Media*
Sharon Bird *IDG U.K.*
William Xu *PC World*
Helle Thilo *IDG Denmark*

5
Linus Lai *IDC Malaysia*
Anita Cseresznye *IDG Hungary*
Joel Arbeitman *Computerworld*

4
Sara Crowley *CXO Media*
Ben Worthen *CXO Media*
Jennifer LeMay *IDG World Expo*
Jose Carlos Daganzo *IDG Spain*
Angel Julio Gonzalo *IDG Spain*
Petra Kollmaier *IDG Germany*
Stefan Willeke *IDG Germany*
Mark Savery *Computerworld*

3
Belinda Johnson *IDC Australia*
Grace Han *IDC China*
Bertalan Halász *IDG Hungary*
Zoltán Telek *IDG Hungary*

2
Elsa Ortiz *IDC U.K.*
Karen Arnowski *IDG Global Solutions*
Csaba Melovics *IDG Hungary*
Balázs Spányik *IDG Hungary*

1
Sandra Christina Josiger *IDG Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Venezuela address change

As of May 17:

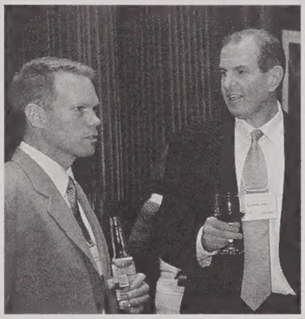
Of. 202, Piso 2
Ed. EXA , Av. Libertador
El Rosal
Caracas, Venezuela
Tel: +58-212-4169144
Tel/fax: +58 -212-9537222

Peter Cernik, director
pcernik@cantv.net

Clelia Santambrogio, *Computerworld* editoral
clesan@cantv.net

Judith Garcia, admin/circ
idgvenezuela@hotmail.com

IDC Canada salutes customers and celebrates its 20th anniversary



*IDC Canada Director Enterprise Sales **Loren Drennan** (right), talks with IBM's Dave Mahr.*

*IDG Chairman **Pat McGovern** recognized **Maureen Mottonen** for her 20 years of service to IDC Canada.*

IDC Canada held its fifth annual Customer Appreciation Event last month at Casa Loma, a well-known Toronto landmark.

IDG Chairman **Pat McGovern** and IDC Canada Managing Director **Michael O'Neil** commemorated IDC's 20th year of operation in Canada. More than 80 IDC Canada customers networked with their peers, savored the fine food, and were entertained by pianist Michael Kaeshammer, a rising star on the Canadian jazz scene.

Earlier in the day, McGovern toured IDC Canada's new offices and outlined IDG's history and plans for the future. He also presented a crystal sculpture to Group VP/Research and Operations **Maureen Mottonen**, who, having served IDC Canada since its inception, is also celebrating her 20th anniversary.

Over the past two decades, IDC Canada has grown to become the second largest international IDC office (after Japan) with more than 70 employees. With nearly 40 analysts, IDC is the only global IT market research company in Canada with a significant local presence.

*Contact Marketing Manager **Diane Pickett** at dpickett@idc.com.* WU

Computerworld Singapore notches a decade on the publishing scene

*Marking its 10th anniversary earlier this year, Computerworld Singapore celebrated last month with IDG Chairman **Pat McGovern** when he visited Singapore to speak at a conference. (L-R) :Designer **Mohd Yasin**, Staff Reporter **Louis Chua**, Advertisement Sales Managers **Lina Wang** and **Joanne Ng**, McGovern, Editor **Tan Ee Sze**, Editorial Coordinator **Connie Chng** , Publisher **Jimmy Yu** and Deputy Editor **Melanie Liew**.*

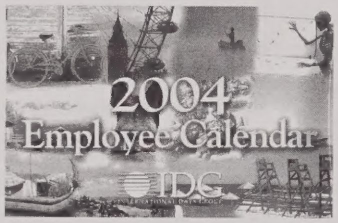
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by June 29.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

Calling all IDG photographers!



Here's your chance to win fame, fortune and 30 days of bragging rights. Enter the 21st IDG Employee Photo Calendar contest!

Here's how it works:

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Friday, Sept. 17.

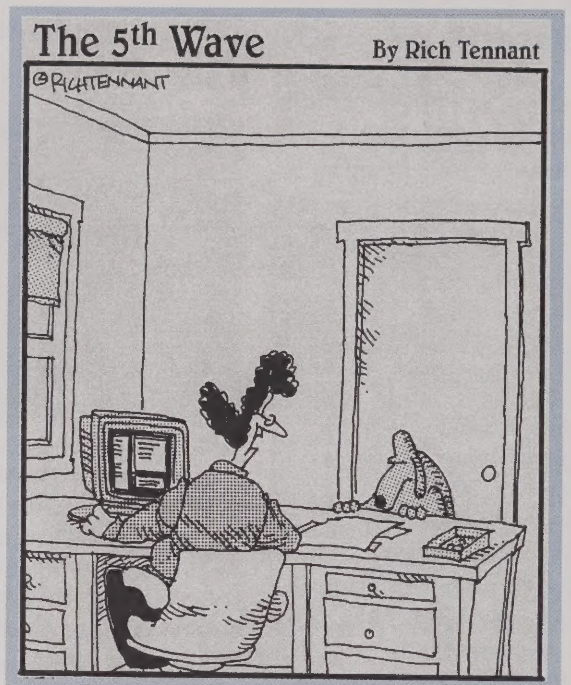
Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

First, second and third prize winners will receive $250, $150 and $100, respectively.

Questions may be sent to world_update@idg.com.



Get your free passes to the New England Aquarium, Boston's Children's Museum, Museum of Science

As a corporate member of The New England Aquarium, the Museum of Science in Boston and the Children's Museum, IDG has a limited number of exhibit hall passes to all three venues that are available to any employees visiting the Boston area.

Aquarium passes are good through June 2005 and up to four passes may be requested.

Museum of Science tickets are good through September and you may request up to 10 tickets. Children's Museum passes are valid through June 15, 2005, and you may request up to four.

To request tickets, please send an e-mail to world_update@idg.com and provide your name, business unit address and number of passes for which attraction you would like to receive.

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Beth Wickenhiser *IDG World Expo*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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Dan Orum tapped to lead IDG Entertainment

MICHELE NELSON

***Dan Orum** began his IDG career in 1987 at PC World and subsequently held positions at Publish and Macworld. After leaving the company for several years, he returned to IDG Entertainment in 2003.*

Daniel Orum, IDG Entertainment senior VP of business development and consumer marketing, has been named president of the division. The 15-year-old Oakland, Calif.-based business unit produces *Gamepro*, *Code Vault*, and the new *Gamestar* (see story at right).

"*Gamepro* has a long and storied tradition at IDG and is one of the strongest brands in the games market," Orum said. "I hope to build on that success and launch an array of new physical and digital products. One of our many challenges will be to grow beyond our console gaming roots and into other forms of entertainment as the lines between games, movies and music continue to blur, particularly in the digital world. That said, the games industry affords us tremendous opportunities to grow online, and we expect to take advantage of that in a significant way also."

Orum joined IDG in 1987 as a member of *PC World* circulation department, then went on to the circulation director role at *Publish* and then *Macworld*, where he was VP of marketing and circulation. He

continued on page 2

Gamestar now playing on U.S. newsstands

PREMIERE ISSUE
PC & CONSOLE GAMES | ONLINE | DVDS | MUSIC | MORE
G
GAMESTAR
FREE CD!
HOME THEATER UPGRADE SECRETS!
HALF-LIFE 2
Must-have toys for the big boys
100+

The U.S. edition of Gamestar magazine will focus equally on PC, console and online games and will provide features on the latest tech toys and peripherals.

Gaming isn't for kids anymore – and neither is *Gamestar*.

Launched last month at the 2004 Electronic Entertainment Expo, IDG Entertainment's new magazine targets an older, more adult gaming audience. "The gamers who grew up with the Atari 2600 are well into their 30's now, yet virtually every gaming publication is still aimed at the older teen/college crowd," said **Dan Orum**, IDG Entertainment president. "The gaming and entertainment industries are also

continued on page 2

IDG employees build their careers from the ground up

Corporate culture, mentors, training programs create opportunities for growth

> *"I wanted to learn and make a difference, and IDG gave me the tools do so."*
>
> *-- Donna Moschella, VP/Administration & Finance, IDG World Expo*

Take an entry-level job with a new company and the world's your oyster. How much will you learn? How much will you earn? Where do you go from here? Everyone hopes to find a pearl at their new surroundings, but whether they do primarily depends on how much they take advantage of opportunities. Besides one's own work ethic, corporate culture, training programs, influential colleagues and many other factors are also part of the mix.

IDG World Update talked to two long-time employees about their career paths and what influences shaped their growth. While their experiences are different, they both agreed that IDG's corporate culture, with its emphasis on entrepreneurship, customer service and a "let's try it" attitude, played an important role in their professional growth.

Crawford Del Prete

First IDG job Joined IDC Global Data Resources (later called Installed Technology International) as an account executive in 1988.

Career path Associate Analyst (IDC Peripheral and Storage Research); Research Analyst, Senior Research Analyst, Manager, Director and VP (IDC Storage Research); VP (IDC Storage and Semiconductor Research); Group VP (IDC Systems Storage and Semiconductor Research), Group VP (IDC Hardware Research)

Current job Senior VP/IDC Communications and Hardware Research

Crawford Del Prete was recruited for a sales position with IDC Global Data Resources, a division of IDC that sold a database of information on large

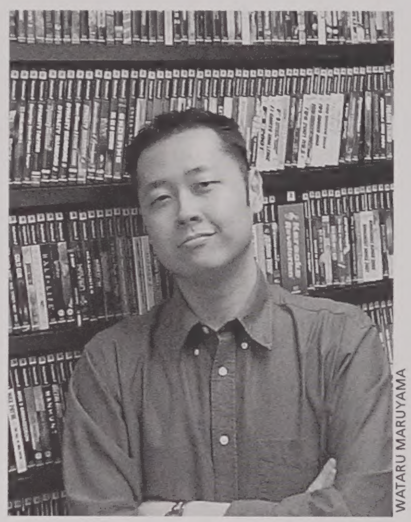
continued on page 4

Gamestar

continued from page 1

getting close to that mystical 'convergence' we've been hearing about for so long, and *Gamestar* is designed to be at the forefront of this market."

Gamestar, which comes with a CD focusing on must-buy games, movies, music and peripherals, will have a 100% paid circulation at $29.97 for 12 issues. The newsstand pricing is currently $6.99 per issue. "Our expectation is to launch a monthly magazine, but we are still assessing our options on final frequency and pricing," Dan Orum said. "Our targeted rate base is 250,000 within 18 months of launch, with about a 60:40 ratio of subscriptions to single-copy sales."



Gamestar Editor-in-chief ***Wataru Maruyama*** *says his publication will offer a "mature tone."*

WATARU MARUYAMA

The premiere issue of *Gamestar*, currently available on newsstands and at Best Buy stores, ran more than 113 ad pages out of 208 total pages, nearly 45 of which were from non-endemic advertisers such as Skechers, Philips and Casio.

IDG business units in Germany, China, Hungary, the Czech Republic and the U.K. also publish *Gamestar* editions. Editor-in-chief **Wataru Maruyama** said that *Gamestar* U.S. is not strictly a PC-focused brand targeting hard-core gamers as the other editions are. "We've long wanted to bring the *Gamestar* brand into the U.S. market but decided that there wasn't a solid future for another pure PC gaming book in a market crowded with three monthly PC gaming books." He said IDG Entertainment is exploring ways to use content from other *Gamestars* as many games and related products have international appeal.

A year in the planning, *Gamestar* differs from its core console and PC games competitors in the following ways:

- PC, console, and online games will receive equal coverage.
- The magazine will be organized by gaming genre instead of platform and offer tab-based section navigation.
- It will provide features such as the latest tech toys and peripherals and demystifying home theater.

"We offer a mature editorial tone and will cover only the best," Maruyama said. "We provide an experience that has tremendous appeal for our core audience that they simply aren't getting anywhere else. *Gamestar* does a lot of non-traditional things like organize games by genre that are going to be jarring for regular gamers. We want to shake things up, and the challenge is to get results from our actions."

For more information go to www.gamestarmag.com or contact Marketing Associate ***David McCaman*** *at dmccaman@gamepro.com.*

Gamestar targets older, less "obsessed" fans with big buying power

Marketing Consultant Holly Nissalke provided the following portrait of the target reader of IDG Entertainment's new *Gamestar*.

"He is the older gamer who has limited time for playing games. He grew up playing video games, whether at home or in the arcades, and accepts gaming as a regular form of entertainment. He's not the diehard fan obsessed with every minutia of information, but he is a consumer with formidable buying power with similar interests in music, DVDs, gadgets, and home theater. We like to call our reader the 'Best Buy Guy,' for he may walk into a Best Buy electronics store wanting to buy video games but end up coming out with computer accessories, DVDs, and music CDs, too."

Dan Orum

continued from page 1

launched Macworld CD Ventures, a joint venture between IDG and Medior, and then left to work solely for Medior, which was acquired by America Online. As a general manager for AOL he wrote the business plan for Thrive, a healthy-living online company funded by Time, Inc. and AOL where he served as president. Orum went with Thrive when it was sold to Oxygen Media where he held the post of president of Internet operations.

> *"One of our many challenges will be to grow beyond our console gaming roots and into other forms of entertainment as the lines between games, movies and music continue to blur, particularly in the digital world."*
>
> *– Dan Orum*

Before returning to IDG in 2003, he served as VP of interactive media at Weider Publications, where he was responsible for overseeing interactive premium services development and related consumer marketing strategies for *Shape*, *Men's Fitness*, *Muscle and Fitness*, *Fit Pregnancy*, *Natural Health*, *Flex*, *Fitness Hers*, and the iShape brands.

Orum holds a B.A. from the University of California/Davis and an M.A. from California State University/Chico. His favorite game is "Call of Duty," a World War II first-person shooter game.

For more information contact Dan Orum at dorum@gamepro.com.

one on one the interview

Bob Carrigan
The president, publisher & CEO of Computerworld is this week's guest columnist. Reach him at bob_carrigan@computerworld.com.

What keeps you up at night?

My 10-month old son, Sam. Other than that, I sleep pretty well, because we have a very good team at Computerworld that is doing all of the right things to grow our business.

> *"Business is still very challenging, but there is much opportunity in the evolving information needs of our readers."*

What's on your mind?

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

Q It's been just over a year since you rejoined IDG to help steer Computerworld back to its dominant position in the industry. Can you summarize the progress to date?

A We are making very good progress. In terms of our financial achievement, Computerworld will finish the fiscal year with an increase in overall annual revenue, which will be the first such increase since 1996. In addition, our year-over-year profits will improve by several million dollars. Display advertising continues to be a challenge, particularly among our largest accounts, but we have adapted by growing our revenues in other areas of our business, including online, events, and custom publishing. All of those areas are up nicely over last year.

In the last year, our editorial team has had another banner year. Our reader affinity scores have improved, and *Computerworld* has won 23 national and regional ASBPE awards for editorial and design in 2004. Our goal is to make *Computerworld* even more useful and unique to our readers, and all indicators are pointing in the right direction.

In 2004, we crossed the 1 million unique monthly visitor threshold for Computerworld.com. On the events side of the house, we had our Best Premier 100 Event ever, and we have added two new core events in 2004: Computerworld Business Intelligence Perspectives and Enterprise Management World, which we are launching in conjunction with the trade association, Distributed Management Task Force (DMTF).

I could go on and on about our progress in the past year! Business is still very challenging, but there is much opportunity in the evolving information needs of our readers. The Computerworld team is working very hard to capitalize on the new opportunities that this evolution represents.

Q What steps are you taking at Computerworld to boost display advertising sales?

A Display advertising is still our biggest revenue stream. Traditionally, our strongest segment within the display media market has been the top accounts. Those accounts have spent a lot less in our category in the last year, which has been a challenge. We are adapting by making a greater push against second- and third-tier accounts. We have also launched some new demo editions of Computerworld to entice some of these accounts to try a segment of our audience at lower price points. And as I mentioned above, we are focused on selling all accounts into any one of our media products, including online, events and custom publishing. While the top accounts are down in display advertising in *Computerworld*, they are up in event sponsorship revenue, for instance. Again, adapting to the new reality is the name of the game.

But let me be clear that we are still very focused on improving our display advertising revenue. We have a fantastic field sales team that is making good progress. Our marketing efforts have improved greatly in the last year. After many years of declining ad pages, you can't expect an overnight improvement. All of our efforts will pay off, and we intend to grow our display advertising over the next several years.

Q What are Computerworld's clients talking to you about these days?

A Clients want their budgets to stretch farther. They want integrated marketing solutions that address specific challenges. This gives us the opportunity to craft creative solutions that span our various media assets. Computerworld has a solution for just about any marketing challenge that IT vendors face.

Q What is *Computerworld*'s unique value proposition in the market?

A In terms of audience, *Computerworld* reaches big titles (senior IT) with big budgets (minimum company IT budgets of $100,000) at big companies (98% in medium to large businesses). We call this our "Big Big Big" positioning. There are no other IT weeklies that have such a tight composition against this target. **Debbie Winders**, our VP of circulation, has done a great job in the last year in improving our composition to this hard-to-reach audience.

Our editorial differentiation is that we are user focused while other publications are vendor, product or industry focused. We report on important IT issues from the user perspective. Senior IT wants to know what their colleagues are thinking and doing with regard to important IT issues and technologies. As "the Voice of IT Management," *Computerworld* quotes more users than any other IT pub.

Q How are you making money online?

A Our advertising yield per page view is very high. It starts with creating targeted inventory, primarily in our online Knowledge Centers. Then, our terrific online sales team, led by **Gregg Pinsky**, works with our field sales team to sell that inventory like there is no tomorrow! In addition, we have created some new marketing solutions, including our "Zones," which have been a big hit with our advertisers.

IDC Mentor Program

Launched in April 2001, the IDC Mentor Program has had more than 114 participants, including 13 pairs of mentors/mentees who have signed on for the current one-year program that began earlier this year.

Employees in the Mentor Program are free to meet informally to discuss areas of professional development such as job-specific training, team-building, career management, life/work balance, navigating IDC, networking, leadership and coaching skills.

Eligible mentors are those who are in manager-, director- or vice president-level roles or have more than five years of experience with IDC. Mentees must be IDC employees for more than six months.

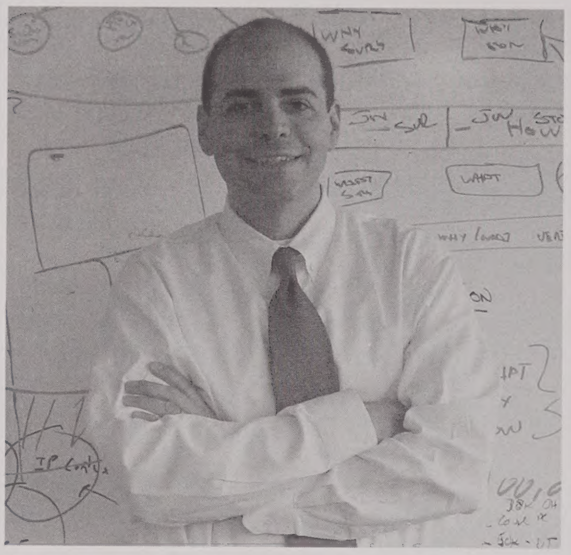
Employees apply by filling out an application form detailing their work history and current job, educational background, objective in joining the program and outside interests. This information is used by the Mentor Committee to make appropriate matches.

As a relatively new employee when he joined the program in 2002, **Aaron McPherson,** now a research manager with Financial Insights, wanted to broaden his internal network and learn the best way to get things done. His mentor was Senior Vice President **Tony Picardi**. "Tony helped me meet many new people within IDC I might not have otherwise, which greatly benefited my ability to do my research," he said.

*Contact Manager of Recruitment **Eleanor Storch** at estroch@idc.com.*

Career growth

continued from page 1



***Crawford Del Prete** joined IDC as an account executive in 1988 and today is a group VP.*

enterprise computer users. One of his previous jobs had been with a financial forms supplier. "I looked around and thought, 'How much longer is the industry going to be using all these forms?'" Del Prete recalled. "I decided I wanted to be involved in technology. And I've never looked back."

A year later, the business unit, now renamed ITI, was struggling. "I really believed in IDG, though, and I was determined not to miss this trend in technology, so I thought I'd like being an analyst," he said. "Leaving sales was a big career change for me, but my early experiences at ITI helped me cull the traits I'd need for IDC eventually. In this job, you're always selling."

During his first six months as an associate analyst, Del Prete split his time between peripherals and storage. IDC was entering a growth cycle, as was the storage industry, and soon storage became his full-time assignment. Del Prete logged a lot of time reading in the library and talking to IDC customers and colleagues. "I was learning so much so fast — it was like drinking from a firehose," he said.

Two former IDC senior managers, Alexa Mcloughan and David Vellante, were important mentors. Mcloughan had been a securities analyst in the storage sector with Goldman Sachs. She gave Del Prete an entree into the senior management of all the top storage suppliers and taught him the value of getting his message across quickly and concisely during presentations. Both managers gave Del Prete opportunities to help build analyses and give his perspective on next-generation products before a C-level audience. "I was coached on how to prepare and defend my position," Del Prete said.

Del Prete also benefited from IDC's advanced analyst training program and later taught sections of the course. IDC paid for him to attend MIT's week-long program in corporate strategy, which was "a great opportunity," he said.

In keeping with IDG's "let's try it" corporate value, De Prete says he continually challenges his team, asking them, 'If we did it this way, can we make money? Satisfy customers?' "I really believe the entrepreneurial spirit is the soul of why we're successful," he said. For an individual to achieve at IDG, Del Prete recommends relentlessly talking to customers, internal and external. "Take that message and go back and say 'let's change our ways and maybe we can grow.' Our company does well in supporting new growth areas."

As an example, after IDC built its storage business in the U.S., Del Prete and a customer suggested creating a storage program in Europe. With his manager's support, IDC hired the outside customer (**Robert Peyton**, now an IDC research director), got the program going in 1993 and today IDC's storage program is the industry's largest.

"There's a lot of 'noise' that can happen in an entrepreneurial company," Del Prete added. "If you can filter out the distractions and really see what your customer wants to get done and how you can create what they want, you'll succeed."

continued on next page

IDC analyst training

IDC's New Analyst Skills Training is designed to help new analysts understand what is expected of them and how to go about doing research and analysis the IDC way. Topics covered include how to conduct demand and supply side primary research, create documents using the IDC research architecture, manage interactions with clients and prospects, and forecast markets. The workshop was first launched by IDC Nordic Group VP **Per Andersen** for IDC's European analysts. In 1998, several IDC analysts from Framingham attended the workshop in Copenhagen and then worked with other senior level analysts to create a workshop for worldwide and regional analysts based in North America.

The workshop is offered up to four times a year with classes ranging from five to 20 attendees, depending on how many new analysts there are who require training. It includes case studies to enable attendees to practice skills and engage in discussions with each other and the presenters, all of whom are senior-level IDC analysts.

Advanced analyst training workshops are also offered periodically.

For more details write to IDC HR/Education Coordinator **Jill Kurzontkowski** at jkurzontkowski@idc.com.

June 14, 2004

Associate Financial Analyst/Financial Analyst (CSG)

Reporting to the Manager of IDG's Financial Reporting and Budgeting Department, the individual in this position will be responsible for monthly financial reporting and analysis of results, the preparation and reporting of US and international budget information, spreadsheet analysis, and the preparation of various ad hoc reports and projects. The ideal candidate will have strong Excel spreadsheet skills as well as exposure to database applications, will be detail oriented, and will perform well under deadline pressure. A working knowledge of accounting software, database tools and report writers is preferred. BS in accounting or finance and 1-3 years related experience is required. Familiarity with magazine publishing or on-line business a plus. ***Location: Framingham – MA***

Contact: J. Lynch, Fax: 508-935-4600, Email: jljobs@idg.com

Features Writer/CMO magazine (CXO)

CXO Media is seeking a Features Writer to join its Editorial Team. In this position you will be responsible for writing feature articles, working closely with editors and other colleagues on story development, direction and focus. You will also participate in the idea-generation process and cultivate a deep understanding of business issues affecting marketing executives and the marketing function. Candidates should possess a college degree and 2-7+ years of reporting and feature writing experience. Coverage of the marketing function a plus.

Location: Framingham – MA

Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Analyst, Leasing Evaluation Services (IDC)

The Leasing Evaluation Service Group is looking for a **part-time** (20 hours per week) Senior Analyst to join the team. Key responsibilities include following the market for leased private branch exchange (PBX) equipment with a focus on the analysis of current and future resale values for specific brands and models of this type of equipment. The ability to gain pricing estimates and competitive intelligence information will require the development of relationships with brokers and retailers of used high-end server equipment. The Senior Analyst will perform primary research, analyze data and prepare written research in the form of studies, reports, bulletins and e-flashes. Written research will consist of both scheduled pieces for use by continuous customers of the service as well as custom research for project-based customers. Requirements include a knowledge of the PBX Industry and at least 7 years related industry experience. Excellent verbal and written communication skills, strong project management skills and a college degree are required. ***Location: Framingham -MA***

Contact: Email: idc_jobs@idc.com

Research Analyst, System Infrastructure Software (IDC)

The System Infrastructure Software (SIS) Team of IDC's Software Research Group is seeking a Research Analyst to support the data collection, modeling and research efforts of the entire SIS Group. Infrastructure software is the software that forms the underlying foundation for computer systems. It includes the operating systems themselves (Windows, Unix, Linux, etc.) plus all the tools to manage and secure the systems and the data. Companies represented include: Microsoft, HP, IBM, Sun, Novell, EMC, Computer Associates, Network Associates, Symantec, Veritas, Check Point. The Research Analyst will support IDC market research survey efforts by managing surveys, assisting with analysis and write-ups, assisting with other information collection efforts and conducting vendor interviews. This position will require a team approach, working with all SIS to maintain excellence in report deliverables while developing strong consulting efforts from larger companies, more trackers and multi-client studies. For a more detailed description, please go to idc.com. ***Location: Framingham – MA***

Contact: Email: idc_jobs@idc.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Intern, IT Help Desk (IDC)

IDC is looking for a Help Desk Intern to support the IT Help Desk throughout the summer months. The Help Desk Intern will provide front line help desk support to IDC Corporate and remote offices around the US. Responsibilities will include, but are not limited to: conducting technical troubleshooting activities to resolve PC/computer-related employee issues in a timely manner, tracking all calls received and following through to successful completion, as well as retrieving equipment from departing employees' workstations. We are seeking an individual with at least one year experience troubleshooting PC issues and bringing those issues to resolution. As well, this individual will have expertise in multiple, evolving computer technologies, strong interpersonal skills, customer service orientation, and the ability to multi-task in a high volume situation. The position requires someone who has sound analysis and decision-making skills, as well as knowledge of the following technologies: MS Windows 2000, MS Office 2000, Lotus Notes, and hardware (PCs, laptops, HP printers). Prior experience in a Help Desk or customer support function is desirable. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Sales Representative (Life Science Insights)

Life Science Insights, and IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market, and biotech and pharmaceutical companies. We are currently seeking a Sales Representative who will focus on new business initiatives for Life Science Insights ("LSI"). This inside sales position will play a key role working on business operations and sales activities to keep the sales force focused and moving forward. The Sales Representative will be primarily responsible for calling into defined lists of prospects in a coordinated fashion to secure sales and appointments for outside sales representatives. Incoming leads will also be handled and acted upon. The Sales Representative will be expected to develop tactical marketing campaigns to target companies, make follow-up contact for feedback and gauge interest-level. This individual will coordinate and manage internal sales documentation and presentations and facilitate inter-department communication of sales progress and key issues. Internally, the Sales Representative will interface with other departments within LSI and IDC including research analysts, consultants, sales, marketing, product groups and support in order to reach team objectives. For a more detailed description, please see idc.com.
Location: Framingham – MA
Contact: Email: idc_jobs@idc.com

Sr. Account Executive (Life Science Insights)

Life Science Insights, an IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market - biotech and pharmaceutical companies and the technology companies that support them. We are currently seeking a Senior Account Executive who has been successful selling into the life science tools and technology vendors, biotech, and/or pharma drug discovery industries. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Life Science Insights practice. This position will have nationwide sales responsibilities for selling the Life Science products – research, CIS services, multi-client studies and consulting. The successful candidate will be able to make presentations on the product offerings to director and VP level executives, and tailor the Life Science Insights offerings to client needs. The individual must be knowledgeable about life science tools and technology, biotech and/or pharma drug discovery; have relationships with life science related vendors and companies and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. For a more detailed description, please see idc.com. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Director of Audience Development (NWI)

Network World has an exciting opportunity for an entrepreneurial business person to manage audience development and reader revenue activities for our award winning website http://www.nwfusion.com. Responsibilities will include building and executing a business plan for selling products and services to our audience and developing strategies for growing unique visitors and page views for our website. The successful candidate will also work collaboratively with editorial to build community and increase audience affinity with our website. This opportunity requires a minimum of 5 years of online experience in search engine optimization, web site analytics and direct response marketing. ***Location: Southborough -MA***
Contact: Elizabeth Price, Email: hotjobs@nww.com, Fax: 508-490-6454

Go to http://careers.idg.com to view all current job opportunities at IDG

Internal development programs

The IDG Training & Development group within IDG Human Resources offers a variety of learning opportunities including training courses, corporate education programs (Global Media Institute, US/European Media Management Institute, Management Excellence Program and The IDG Professional) and the Training to Go! professional development library.

So far in FY04, there have been more than 75 training and development offerings, with over 600 participants across IDG business units.

For more information write to training_coordinator@idg.com, contact your Human Resources representative or see the IDG Employee Handbook at https://hr.idg.com.

U.S. tenure by the numbers

334 Employees with more than 10 years of service

44 Employees with more than 20 years of service

continued from prvious page

Donna Moschella*'s IDG career has taken her from executive assistant to VP/Administration & Finance.*

Donna Moschella

First IDG job Joined IDG's corporate headquarters in Boston in 1992 as executive assistant to Executive Vice President/Finance Bill Murphy (now retired).

Career path Financial Analyst (IDG Corporate); Business Manager, Director of Finance (IDG World Expo)

Current title VP/Administration and Finance (IDG World Expo)

When it comes to talking about a company's corporate culture and the value it places on empowering individuals, **Donna Moschella** has experienced both ends of the spectrum. Before coming to IDG she spent 10 years at Raytheon's corporate offices. "As a very established and rigid organization, Raytheon didn't have the environment to foster individual contributions. There was a very different mindset," she recalled. "You were an employee number — I was 04731 — and not an individual contributor."

During her first day as an executive assistant at IDG's Corporate Support Center in Boston, then-President Walter Boyd came over and shook her hand. "I thought, 'Oh my God, he's the president!' I was floored at how nice he was," she said. "I remembered when the Raytheon CEO took the back stairs because he didn't want to look at employees."

Moschella said that just knowing IDG's 10 corporate values existed was motivating. "Whenever I wanted to take on more responsibilities, I could. That kind of attitude has always been encouraged here. I wanted to learn and make a difference, and IDG gave me the tools do so. The company paid for my degree [a B.S. in finance from Bentley College in Waltham, Mass.], and I took advantage of HR's general-interest training classes like time management and presentations skills as I was growing with the organization."

In addition to courses adding to her knowledge base, Moschella said she's feels fortunate to have worked with managers who have shown her the ropes. For example, former Executive Vice President/Finance Bill Murphy showed her how to operate in a company that doesn't have a top-down management style. "Bill would say you have to 'finesse' at IDG, and help people understand the 'why' of something so you can get their buy-in," she said.

Five years into her IDG career, Moschella entered what she calls her"risk/reward" phase when she was encouraged to apply for a new position to help rebuild IDG World Expo from the ground up, joining the then-president as the second employee of the business unit.

"I knew how to set up the company books, I had solid administrative skills, and I knew IDG's culture because I had lived it," she said. "All of those pieces that I had acquired in my career came together at that point. My well-rounded background helped me as World Expo was resurrected."

Looking ahead, Moschella is looking forward to more growth opportunities as World Expo expands its brands internationally. "[World Expo President] **David Korse** is a great mentor, and he has a wealth of industry knowledge," Moschella said. Since she's had some exposure to how international budgets are formed through previous IDG positions, she's not intimidated by challenges to come.

Asked what kind of advice she'd give to an employee looking to carve out a satisfying career with the company, Moschella reflected on the feeling she had went she first considered changing business units. "You need to embrace change, not be afraid of it."

Tuition reimbursement

IDG employees have access to a range of tuition reimbursement options for programs that range from one-day professional seminars to degree programs.

Participation in short-term workshops or seminars is contingent on your business unit's training budget policies. Regular, full-time employees at many IDG business units can be at least partially reimbursed for courses they take at an accredited college or university as long as the subject relates to their job, pending the approval of their manager and HR representative.

For more information contact your Human Resources representative.

noteworthy people

Vorvis

LESLIE BACHAND

Leo

LESLIE BACHAND

Enriquez

Matthews

IDG WORLD UPDATE

Cener

MICHELE NELSON

Hernandez

New employees

Eleni Vorvis has been hired by IDC Framingham as a client service representative for Major Industry Accounts. A recent graduate of Babson College, she holds a B.S. in business management. Away from the office she enjoys travel, hiking, reading and tennis. *evorvis@idc.com*

A recent graduate of the University of Massachusetts/Amherst with a B.S. in business administration, **Katie Leo** joins IDC Framingham as an analyst account manager. She enjoys outdoor sports, shopping, movies and vacations. *kleo@idc.com*

Carol Fronduto-Dirksen joins IDC's Life Science Insights division as market development manager, coming from Sybase, Inc. where she was healthcare business development manager. She graduated from Fitchburg (Mass.) State College with a B.S. in computer science and recently wrote and self-published her novel, *The Question*. "It is a story of a woman who gets asked a question by her best friend, and the answer she gives will change her life dramatically. There are some wonderful twists and turns, and a surprise ending." *cfronduto@idc.com*

Elizabeth Enriquez joins IDC Mexico as PR and events coordinator. She was previously a communications specialist with IBM and before that a reporter with *Infochannel*, a magazine focused on Mexico's IT distribution channel. She studied communications science at Universidad Nacional Autónoma de México, as well as at the University of Texas at Austin. In her free time she takes ballet classes and likes to read and cook. *eenriquez@idc.com*

CIO Executive Council's new member services manager is **Carrie Matthews**. She was previously a researcher at Duke University's Terry Sanford Institute of Public Policy and before that a research manager at the Working Council for Chief Information Officers at the Corporate Executive Board. She graduated from Colgate University in Hamilton, N.Y., with a B.S. in political science. An avid Boston Red Sox fan, she also enjoys playing softball, handbell ringing and exploring Boston. *cmatthews@cio.com*

Jory Cener is IDG Entertainment's new East Coast sales manager. He was previously with the Time-Warner subsidiary Time4 Media where he was advertising representative, selling space in *Field and Stream* and *Outdoor Life* magazines. He holds a B.A. in media studies from the State University of New York/Buffalo and enjoys "trying to cook restaurant-quality food." *jcener@idgentertainment.com*

IDC Latin America's new senior account executive is **Rocio Hernandez**. She was previously regional account manager with Hewlett-Packard where she implemented a shift in brand strategy, marketing communications and channel management to expand the installed customer base. She holds a B.S. in international business from Buxtone in the U.K. and has also studied at Florida State University, North Carolina's Fayetteville Tech, and Excelsior College in Albany, N.Y. Away from the office she promotes the work of the Caring House Project Foundation, a non-profit organization that builds homes for the poor in Latin America, and volunteers her time to South Florida schools as a counselor and career advisor. *rhernandez@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

Business Intelligence Conference
June 22
American Chamber of Commerce
São Paulo, Brazil
www.idc.com/events

Digital World 2004/Compu-Net 2004
July 7-10
INTEX Shanghai
Shanghai, China

Macworld Conference & Expo
July 12-15
Boston Convention
& Exhibition Center
Boston
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 2-5
The Moscone Center
San Francisco
www.linuxworldexpo.com

IDC Brazil Storage and Infrastructure Vision
Aug. 18
American Chamber of Commerce
Sao Paolo, Brazil
www.idcbrasil.com.br

LinuxWorld China
Aug. 24-26
The Kerry Center Hotel Beijing
www.linuxworldchina.com

Storage Networking World/Europe
Sept. 7-8
Frankfurt Messe
Germany
www.snweurope.com/

Portable Power Conference & Expo
Sept. 12-14
Argent Hotel
San Francisco
www.portablepowerconference.co

IDC IT & Telecom Outsourcing Forum
Sept. 14
American Chamber of Commerce
Sao Paolo, Brazil
www.idcbrasil.com.br

Wireless Sensing Solutions
Sept. 21-22
Donald E. Stephens Convention Center
Rosemont, Ill.
www.wssconference.com

RoboNexus
Oct. 21-23
Santa Clara Convention Center
Santa Clara, Calif.
www.roboticsevents.com

Storage Networking World Fall 2004
Oct. 25-28
JW Marriott Grande Lakes Resort
Orlando, Fla.

CW/CIO Enterprise Meeting
Oct. 28-30
Paris

If your business unit is sponsoring an event you would like listed here, please send the details to world_update@idg.com. An events calendar can also be found on www.idgcentral.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

John Robison *IDG*

17

Gaby Kirschbaum *IDG Switzerland*
Bob Brewin *Computerworld*
Irmtrud Schäfer *IDG Germany*

15

Janet King *IDG Research Services*

12

Agnieszka Cybulska *IDG Poland*

11

Barbara Jakubiak-Mozdzynska *IDG Poland*

10

Stephen Compton *PC World*

9

Emmie Hung Clark *Computerworld*
David Harmer *IDG Global Solutions*
Diane Nadeau *IDG*
Jeroen de Jager *IDG Netherlands*
Tony Olvet *IDC Canada*

8

Manuela Mancosu *IDG Italy*

7

Dagmar Eiben *CXO Media*
Alana Jones *IDG*
Walter Mehl *IDG Germany*

6

Matthew Bath *Digit*
Amy Lynn Capistran *IDG*
Mario Apicella *InfoWorld*
Terri Stone *Mac Publishing*

5

Rolf Fischer *IDG Switzerland*
Danielle LaMountain *IDG World Expo*
Anush Yegyazarian *PC World*
Wong Wai Chee *Computerworld Singapore*

4

Arturo Flores *PC World*
Eric Domage *IDG France*
Marc Perrella *IDC Canada*
Torun Bjurman *IDG Sweden*

3

Dan Horgan *CXO Media*
Derek Jung *CXO Media*
Andreas Schmitz *IDG Germany*
Michael MacMillan *IT World Canada*

2

Sascha Zäch *IDG Switzerland*
Stanley Jeong *IDC Korea*
Nina Olsson *IDG Sweden*

1

David Korse *IDG World Expo*
Jane Evans *CXO Media*
Tanya Webber *IDC Australia*
Susan Teo *Computerworld Singapore*
Florence Yeo *Computerworld Singapore*
Tracy Kobayashi *IT World Canada*
Elka Thakor *IDG Global Solutions U.K.*
Louis van Wyk *IDG New Zealand*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Read *IDG World Update* the day it's printed

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

Calling all IDG photographers!

2004 Employee Calendar
IDG

Here's your chance to win fame, fortune and 30 days of bragging rights. Enter the 21st IDG Employee Photo Calendar contest!

Here's how it works:

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 300 dpi and no less than 5 inches wide. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Friday, Sept. 17.

Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S. Electronic images may be sent to world_update@idg.com.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

First, second and third prize winners will receive $250, $150 and $100, respectively.

Questions may be sent to world_update@idg.com.

Get your free passes to the New England Aquarium, Museum of Science and Museum of Fine Arts

As a corporate member of The New England Aquarium the Museum of Science and now the Museum of Fine Arts in Boston, IDG has a limited number of exhibit hall passes to both venues that are available to any employees visiting the Boston area.

Aquarium passes are good through June 2005 and up to four passes may be requested. MFA passes are good through June 2005 and up to two passes may be requested.

Museum of Science tickets are good through September and you may request up to 10 tickets.

To request tickets, please send an e-mail to world_update@idg.com and provide your name, business unit address and number of passes for which attraction you would like to receive.

Note: we no longer have passes for the Boston's Childrens Museum.

corporate values

on the job

Suzette Licata provides customer service without reservation

Name Suzette Licata
Title VIP Travel Counselor
Years at IDG eight
What she loves most about her job The diversity of my position and the people I work with on a daily basis.
Manager's profile "Suzette is always professional, friendly and proactively meets everyone's needs. She is relentless in her pursuit to satisfy both IDG's internal and external customers and is a true team player and asset to IDG Travel and Housing Services."

– Lyndsey Pomella, director,
IDG Travel and Housing Services

Nominated by Nanette Jurgelewicz, conference manager, Computerworld Strategic Programs and Events

IDG WORLD UPDATE PHOTOS

IDG Travel and Housing Services' ***Suzette Licata***

"Four words describe the service Suzette provides: efficient, courteous, friendly and detail-oriented," said Computerworld Conference Manager **Nanette Jurgelewicz**, whose group produces two Storage Networking World events and three smaller conferences as well as an IT Executive Summit series annually. "During our busy conference times, I deal with Suzette on a daily basis and I feel like she goes above and beyond every day!" Jurgelewicz said.

As VIP Travel Counselor, **Suzette Licata** handles travel arrangements for VIPs and speakers for most of IDG's U.S. business units' conferences. According to Jurgelewicz, she handles hotel reservations and airline tickets for approximately 150 Computerworld speakers a year. "Suzette has a knack for treating all of our speakers with the same special care — whether they are a CIO or a systems administrator — they are all VIPs in her eyes."

Licata is also thoroughly familiar with Computerworld's specific policies regarding cost control and works to "overachieve" those goals, Jurgelewicz said. "Suzette manages to save our group money while coming up with creative solutions that keep everyone happy. For example, we had a high-profile end user who was a speaker at a recent conference. His assistant had been a bit demanding in terms of his flight requirements (only first-class). Suzette managed to work out a deal to keep everyone happy. The executive paid for his own airfare, and we picked up the costs of his hotel accommodations and a rental car. Normally, we wouldn't pay for a car, but it was more than offset by not paying for his airfare. Thanks to Suzette, we were able to save money and keep this executive happy!"

"Suzette has a knack for treating all our speakers with the same special care," said CWConference Manager ***Nanette Jurgelewicz****.*

And it's not just her internal customers that appreciate Licata's professionalism and dedication. "Many of our speakers have called to tell me how pleased they were with the level of service provided to them by Suzette," Jurgelewicz said. "She is a true pleasure to work with."

Do you work with an unsung hero?

Recently the staff of IDG World Update put out a call for nominations of employees that consistently go above and beyond the call of duty to provide outstanding customer service, save the company money, foster teamwork or implement innovations that streamline a process, improve efficiencies or otherwise put IDG's Corporate Values into practice.

If a nomination results in a story in World Update, both the employee who is profiled as well as the employee making the nomination, will receive a $25 American Express gift cheque.

The editors are pleased to award the first pair of gift cheques to Computerworld Conference Manager ***Nanette Jurgelewicz*** *and her nominee,* ***Suzette Licata*** *of IDG Travel and Housing Services.*

If you would like to nominate a colleague for this feature, send an email to world_update@idg.com and tell us why.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Alfredo Curiel *IDC Mexico*
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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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CW's second Mobile & Wireless World draws crowds

Niche event targets executives, manager specialists who create efficiencies

Mobile market movers and shakers came out in force for Computerworld's second annual Mobile & Wireless World last month. Nearly 400 end-users, industry analysts, IT executives and managers traveled to Palm Desert, Calif., for four days of networking and sessions on the latest ideas in deploying mobile and wireless technologies delivered by a mix of end-user executives, vendor experts and analysts.

Registrants
H-P
Registrants
Q-Z
Customer
Service

The Computerworld team at Mobile & Wireless World. (L-R): ***Leo Leger****, VP, Strategic Initiatives;* ***Derek Hulitzky****, director, Event Marketing and Conference Programs;* ***Pam Malingowski****, customer service specialist;* ***Kate Carroll****, event marketing manager;* ***Nan Jurgelewicz****, conference manager;* ***Chris McMahon****, IT specialist;* ***Ron Milton****, executive VP;* ***Lynn Mason****, event operations manager;* ***Rick Ciliberto****, facilities director;* ***Chris Leger****, marketing program coordinator;* ***Michael Meleedy****, group manager, Event Operations.*

"While there are many conferences and shows that focus on these technologies, none of them target the niche of executives and manager specialists who are driven to create opportunity and efficiencies with mobile and wireless technologies in the corporate environment," said **Derek Hulitzky**, director, Event Marketing and Conference Programs. He cited attendee and presenter Joseph Ferra, chief wireless officer at Fidelity Investments. "Joe's peers in other companies were and are our target attendee. No other conference focuses so exclusively on this type of mobile and wireless executive."

Other M&WW speakers included Dan Gillmor, tech-

continued on page 5

IDC, IBM celebrate 40 years of IT leadership

As part of the continuing effort to commemorate IDC's 40th anniversary year, earlier this month IDC President & CEO **Kirk Campbell** and Chief Research Officer **John Gantz** paid a visit to IBM CEO Sam Palmisano and presented him with a framed copy of the cover of IDC's first research document, written March 23, 1964, which focused on the upcoming launch of IBM's System 360.

40 Years of IT

IDC Chief Research Officer ***John Gantz*** *(left) and IDC President & CEO* ***Kirk Campbell*** *hold the plaque they presented to IBM CEO Sam Palmisano (center), which is engraved: "In Recognition of 40 Years of IT Leadership , IBM & IDC, 1964 - 2004. " They are standing in front of an IBM Systems 360 mainframe computer from the 1960s, located at IBM's Armonk, N.Y., headquarters.*

In addition, Palmisano received a framed copy of the cover of IDC's white paper — "40 Years of IT: Looking Back, Looking Ahead" — written by Gantz.

"IBM is the largest IT company in the world, with revenues last year of $89 billion, and IDC is the leading IT market intelligence company in the world, so it was a fitting time to celebrate the two companies' respective leadership roles in the IT industry," Campbell said.

The research document, called the *EDP Industry & Market Report* (and later referred to as the Grey Sheet"), was written by its first editor, **Patrick J. McGovern**. The report predicted that IBM would deliver 5,000 units of the still-unannounced mainframe series within the next five years with cumulative revenues of more than $3.5 billion. "Quantitative information was a key part of IDC's research from the very beginning," Campbell said .

The meeting, the idea for which originated with Group VP/Sales **Brad Thorpe**, took place at IBM headquarters in Armonk, N.Y. Among the topics covered were new growth markets for IBM. These include on-demand computing and industry-specific solutions for customers as well as life sci-

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in brief newsworthy

Scandinavian BioBusiness Report targets investors around the world

Sweden's leading biotech publication, *Biotech Sweden*, launched an English-language newsletter earlier this month primarily for venture capitalists and other investors in other regions who are interested in the Scandinavian biotochenology market.

The Scandinavian BioBusiness Report, to be published 11 times a year as a PDF, is available by subscription for SEK 11,500 (US$1,550). Each issue will be approximately 10 pages and will include content relevant for readers who are looking to acquire companies, investigate possible partnerships or keep up with the region's latest biotech innovations and news. Among the offerings:

- A summary of the most important financial news from biotech companies in Sweden, Denmark, Norway and Finland.
- An in-depth analysis of one Scandinavian company, including products, therapies, trials and worldwide competitors.
- Listings of all important ongoing clinical trials in Scandinavia.
- One stock market analysis per issue with buy/sell recommendation.
- Comments and recommendations on all the public biotech stocks traded in Scandinavia.

BIOBUSINESS

Winners and losers

The Swedish SX biotech index

Diamyd needs financial partner

"We could see a clear demand from regions outside of Scandinavia for information on what is going on within the biotech market here," said *Biotech Sweden* Editor-in-chief **Fredrik Bernsel**. "The Scandinavian biotech industry is quite advanced, and there is a lot of financial interest from both investors and from global companies seeking partners. We decided we were in the best position to provide this information to the outside world."

Biotech Sweden Editor **Jan Sandred** noted that while the biotech newsletter market is crowded, he said the competition — consulting companies, investment firms and biotech companies themselves — produce products that are thinly veiled advertisements for the firms' services. "The intelligent reader soon realizes this," he said. "A real newsletter from a real publishing house has much higher credibility. It's a matter of trust and branding."

Bernsel said his team is aiming for 100 to 200 subscriptions. The newsletter was promoted at the Bio 2004 show in San Francisco this month and, in addition to visibility on the *Biotech Sweden* Web site, the staff is targeting prospective subscribers directly. The Biotech Forum in Copenhagen on Oct. 5-7 promises to be good exposure, he said.

For more information contact Fredrik Bernsel at fredrik.bernsel@idg.se. For a sample of the newsletter go to http://biotech.idg.se/biobusinessreport/.

April profit margin report

Each month, *IDG World Update* publishes the names of the most profitable publications in seven of IDG's global product lines. For a full list of the wholly owned publications in each category, see this feature on IDG Central at www.idgcentral.com. If you do not have a login and password for the site, you may request one online.

CW/IW publications

1. *Computerworld Bulgaria*
2. *China Computerworld*
3. *Australian Computerworld*
4. *Computerworld Espana* (Spain)
5. *Computerwoche* (Germany)

PC World publications

1. *PC World Bulgaria*
2. *Mikrodatorn* (Sweden)
3. *PC For Alla* (Sweden)
4. *PC Tipp* (Switzerland)
5. *PC World Italia*

Macworld publications

1. *MacWorld Sweden*
2. *Macworld U.K.*
3. *Macworld Espana* (Spain)
4. *Macwelt* (Germany)
5. *Macworld* (U.S.)
6. *Macworld Italia*

Networking publications

1. *Poland Networld*
2. *China Telecom World*
3. *China Network World*
4. *Natverk & Kommunikation* (Sweden)
5. *Comunicaciones World* (Spain)

Reseller publications

1. *IT.Branschen* (Sweden)
2. *Computer Partner* World (China)
3. *Australian Reseller News*
4. *it.bransjen* (Norway)
5. *New Zealand Reseller News*

Gaming publications

1. *GamePro* (Germany)
2. *GameStar* (Germany)
3. *GameStar* (Hungary)
4. *GamePro* (U.S.)
5. *GameStar* (Czech Republic)

CIO publications

1. *CIO Singapore*
2. *CEO & CIO* (China)
3. *CIO Japan*
4. *CIO* (U.S.)
5. *CIO* (Australia)

Pat McGovern, Abbie Lundberg honored at Media Business Awards

ELENA OLIVIO

***Pat McGovern** and **Abbie Lundberg** accepted their awards earlier this month.*

IDG Chairman **Pat McGovern** delivered the keynote speech at Crain's *Media Business* Innovators awards luncheon on June 9 in New York City. He also received the Executive Innovators award in the large trade category.

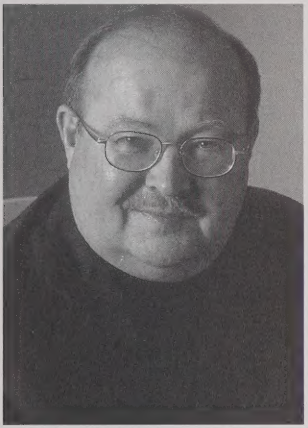
McGovern emphasized the importance of listening to and being responsive to customers saying business leaders "should spend 50 percent of their time in the marketplace." He mentioned the decentralized culture at IDG saying, to keep a "family atmosphere" business units should not become bigger than 150 people.

CIO Editor-in-chief **Abbie Lundberg** accepted one of three Innovator awards as a top editor.

the interview

one on one

Walter Manninen
The president & CEO of CXO Media is this week's guest columnist. Reach him at wmanninen@cxo.com.



"CXO has been successful over the years in reducing the advertising piece of the revenue pie from an overwhelming majority to its current 53%."

Q You were named president of CXO Media in September 2002, with the added title of CEO in September 2003. How has the company evolved in the almost two years you have been at the helm?

A Over the last two years, our efforts have been to launch new products to fulfill unmet needs, improve the bottom line through growing revenue and continue to manage expenses. This is not a different or unusual business objective, but our recent success has been achieved by making these initiatives an enterprise-wide undertaking. At our company town meetings, revenue goals and shortfalls are outlined and correction plans and expense management efforts are discussed in detail with all employees. Creating open awareness and knowledge of how CXO manages the bottom line and the challenges associated with achieving successful results has enabled the entire CXO team to be personally vested in our financial success and understand the positive impact that each and every employee makes on the overall business.

Q Can you talk a little about the new CIO Executive Council? What is the purpose of the group? How does it differ from the peer-to-peer groups (Best Practice Exchange and Select) you've previously organized? What sort of resources do you provide to members?

A The CIO Executive Council is an invitation-only professional organization for CIOs centered around vision, advocacy and influence. The Council vision is to shape the future of information technology, development, innovation and deployment by leveraging the collective strengths of a large, powerful coalition of CIOs. The main difference between the Council and former Best Practice Exchange is that the Council goes beyond peer knowledge exchange and is focused on making lasting changes in industry, government and academia.

Q How do you work to maintain staff morale during the difficult economic times our industry has been through in the past few years?

A CXO has a top-notch Human Resources team that has remained close to the employees during the economic downturn. They keep a pulse on the concerns of the staff with an eye always toward improving morale. We have also established creative ways to build and maintain team spirit. Our potluck dinners and bake-offs have attracted cross-company participation by bringing employees together to take a break, eat and have fun. Whenever there is something to celebrate such as an editorial award, launch of a new product or holiday celebration, we have a party/event. Spontaneity and surprise also play important roles in maintaining good morale. For example, early release days for an upcoming holiday weekend or to celebrate a warm summer day demonstrates our appreciation of all employees.

Some of the mainstay monetary-reward programs such as The President's Award, offered twice annually, and the High Five Peer Recognition Program, which is an ongoing program allowing employees to recognize their peers, have not been cut back with the economic down turn. Additionally, I have regular breakfast meetings with a small group of employees to answer any of their questions regarding the business (no holds barred) and allow some time so we can get to know each other on a personal basis. The recently instituted goodie baskets delivered to employees on their anniversaries seem to be a big hit. But the most important element of employee morale is the entrepreneurial spirit that reigns at CXO, which in turn provides opportunity and growth for everyone.

Q Can you give us a sense of how CXO Media's primary revenue streams — print publishing, online, events, custom publishing, CIO Executive Council — contribute to the bottom line?

A CXO Media's current revenues come from a variety of different streams including print and online advertising as well as executive events, custom publishing, online, list rentals and reader revenues. Our goal is to become less reliant on any one revenue stream in order to seek balanced performance under all market conditions — especially a volatile economic environment as we have been experiencing for the last few years. CXO has been successful over the years in reducing the advertising piece of the revenue pie from an overwhelming majority to its current 53%. CXO's focus is to shift revenue dependency on advertising by introducing new reader programs as well as establishing new products with their own brand extensions.

Q Can you give us a snapshot preview of what *CMO* will cover and who you view as your primary competitors? How will CXO Media carve out a distinctive niche for this publication?

A For CMOs, it will never be "business as usual again," as stated in our *CMO* [Chief Marketing Of-

continued on page 7

What's on your mind?

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy,** will be passed along anonymously. Write to world_update@idg.com.*

CW Singapore's IT training program aids community

Readers, staff members volunteer to help disadvantaged young people

Computerworld Singapore is strengthening its connections with readers and the local community through an IT training program for disadvantaged youth. Since February 2003, *CW Singapore* has been inviting its readers to join a group of staffers to teach basic computer skills and software programs including word processing and spreadsheets at a local youth center.

(L-R): Computerworld Singapore readers Noriah bte Abdul Majid, and Andy Wong, CW Publisher ***Jimmy Yu****, Sunny Lim, Andrew West and CW Staff Reporter* ***Louis Chua*** *at the Pertapis Centre for Women and Girls appreciation ceremony for volunteers.*

Staff Reporter **Louis Chua** said initial recruitment was done through an editorial in *CW*. "Participating in the volunteer program creates a stronger sense of belonging among our readers," Chua said. "The participants are even introducing *CW* to friends and fellow IT professionals who are not within our reader base. Their involvement makes them the best endorsers and champions of *CW* within the close-knit IT industry in Singapore."

Chua said more than 70 *CW Singapore* readers signed on. About 30 are active, regular participants, while the rest help out with other projects such as setting up the computer center, troubleshooting, devising the curriculum and writing programs that keep track of the library books, students and equipment.

The *CW Singapore* program is registered with the local National Volunteer and Philanthropist Centre, which provided *CW* with a list of youth groups in need of training. This February *CW Singapore* started its second training program at the Pertapis Centre for Women and Girls, a halfway house where *CW* conducted a weekly 90-minute class. In April, they held a graduation ceremony and gave out certificates to the second group of 13 participants.

Computerworld Singapore readers Noriah bte Abdul Majid (left) and Andrew West (third from left) conduct a training session on digital imaging at the Pertapis Centre for Women and Girls.

"Our plan is to tailor different programs to different organizations and youth of different needs," Chua noted. The group plans to expand its volunteer service component by starting a new IT training program at a Salvation Army Youth Center within the next few months.

Chua said that while there is a core group of regular volunteers who have been with the program since the beginning, new volunteers join the team with each new course. *CW Singapore* runs an article on the program's latest graduates, both as an update to readers and a call for new volunteers to join the program.

Write to Louis Chua at louischua@idg.com.sg or go to www.idg.com.sg/pcwsg.nsf/others/volunteers. One volunteer's Web log of his experience with the project can be found at www.sambog.com/blog/2004/01/volunteer-work-at-pertapis.html. WU

IDG Singapore at-a-glance

First publication *Computerworld Singapore* (1994)

Number of employees 32

Publications *CW Singapore, CIO Asia*

Web site www.idg.com.sg

Most recent accomplishment Organized its first IP Telephony Forum earlier this month, an event that was highly profitable. The forum drew more than 200 voice managers and network infrastructure managers from end-user organizations, twice as many as expected.

Singapore IT market facts

- The Singapore infocomm industry chalked up revenue growth of 1.7% last year to reach US$18.9 billion. *(Source: Infocomm Development Authority of Singapore Survey 1003)*
- In the Asia Pacific region as a whole (excluding Japan), IT spending is expected to growth 10% to US$88 billion this year (up from 3.4% growth in 2003). *(Source: IDC)*

June 21, 2004

Associate Vice President (IDC)

IDC's Enterprise Sector Group is seeking an Associate Vice President ("AVP") of Sales who will focus on managing 12 sales and customer service representatives selling IDC's research products to enterprise sector clients primarily on the west coast. The AVP of Sales position will be responsible for approximately $17 Million (full year) in renewals and new business along with consulting responsibilities focusing on the Hardware, Networking, Communications and Software Vendor along with Financial, VC and Industrial/Fortune 500 accounts in the western region. As a member of a collaborative team, the AVP will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. Additional management responsibilities include: selection, supervision and training of sales staff. For a more detailed description, please see idc.com. ***Location: San Mateo – CA***
Contact: Email: idc_jobs@idc.com

Senior HR Representative (IDC)

IDC is seeking a strong individual contributor who is highly organized, flexible and decisive. If you are a high energy HR generalist who has supported a client group alone or in a team setting please read on. The person for this role must have at least 5-8 years of HR generalist experience with the ability to independently handle all recruiting, assimilation of new hires, general payroll, benefits and customer service issues, as well as ER and general performance management. This person should have strong recruiting experience as well as be detail oriented and able to manage multiple projects at one time. This role requires a Bachelor's degree, superior written and verbal communication skills and proficiency with Microsoft Office applications and Peoplesoft. This is a fulltime position is based in IDC's Framingham, MA office. The ability to travel is required.
Location: Framingham - MA
Contact: Email: idc_jobs@idc.com

Research Analyst, Pricing Evaluation Service (IDC)

The research analyst will be responsible for working on completing and delivering SmartIndex deliverables, performing database updating on pricing, customer support, project work for special requests and assist in SmartIndex vendor accounting including assessing run rates for invoicing. Candidates must have a Bachelor's degree, possess excellent Microsoft excel skills and experience working with complex data models and spreadsheets. The ability to understand technical concepts and articulate them to others, math skills and knowledge of the IT industry a plus. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Marketing Programs Manager/Director (IDC)

IDC's US Conference Group is seeking a Marketing Programs Manager/Director to join our growing team. The Marketing Programs Manager/Director has responsibility for planning and executing marketing campaigns, within budget, for 8-10 conferences per year. The primary responsibility of this position is to manage an integrated marketing campaign to drive attendance to our events. The Marketing Programs Manager/Director is responsible for negotiating partnerships with publications and associations; planning and executing public relations efforts; managing database standards and maintenance; working with designers to produce all promotional materials; and creating and distributing sales collateral. The ideal candidate works well independently and as part of a changing team of analysts, sponsors and program managers. Candidates must also have the drive to meet personal and team financial goals, demonstrate grace under pressure, be motivated to provide the highest level of service and value and possess superior verbal and written communication skills. 7-10 years experience in a similar or related role required. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

(cont.)

Program Manager, Global IT Advisory Tools (IDC)

IDC is seeking a motivated Program Manager to help grow the IT Advisory Tools business and support the global sales team's effort to win new accounts. IDC's Global IT Advisory Tools is one of fastest growing businesses in IDC. This dynamic system of products/services focuses on saving Fortune 2000 and major government organizations into the millions on IT purchases while improving customer retention for IT suppliers. It has rapidly become an industry standard and continues to expand in services and in customer bases globally.
This growth position will report directly to the Program VP working closely to follow through on business development and product development opportunities assisting in evangelizing services both internally and externally. This position will be responsible for increasing the account base through a combination of initiating and/or supporting marketing and lead development efforts, direct pipeline development, sales support and training, technical sales calls and presentations. Responsibilities include proposal generation, identify and qualify prospects and target audiences, account reviews, new product ideas and launch, quarterly sales goals, developing sales support materials and presentations, and expanding services in specific target clients. Please see idc.com for a more detailed job description. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Regional Account Manager (IDC)

IDC is looking for a Regional Account Manager (RAM) to work closely with IDC's Major Accounts customers. This experienced sales professional will assist in managing sales and business relationships at US HQ for top IDC vendor major account customers. The RAM will work closely with a Global Major Account Manager to ensure monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research such as multiclient studies, conference sponsorships, and consulting to include speeches and honoraria. This position reports to a Global Account Manager of specified accounts. Please see idc.com for a more detailed job description. ***Location: Mountain View – CA***
Contact: Email: idc_jobs@idc.com

Program Director, Conferences (IDC)

IDC's US Conference Group is seeking a Program Director to join our growing team. The Program Director has responsibility for managing 7-8 conferences per year and will focus on launching and developing new annual programs. The primary responsibility of this position is to research topics and conduct content discussions with IT and business leaders to determine the unique value proposition for each event. The Program Director is also responsible for launching and managing the events through the product lifecycle. In working with the IDC sales team, the Program Director will be responsible for developing a compelling sales pitch, identifying potential sponsors, and participating on sales calls with potential sponsors. Please see idc.com for a more detail description. ***Location: Framingham – MA***
Contact: Email: idc_jobs@idc.com

Account Manager (PCW)

The Account Manager for the SF/LA/Western territory will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for PC World and Digital World in their print editions and will work closely with our online team for integrated deals. The Account Manager must have or develop a thorough understanding of the tech, PC and/or CE markets and PC World's position and value in those markets. Qualified candidates will have prior experience selling print and integrated media deals for a major computer, business or CE publication, contacts in the computer and/or CE industry, and a proven sales track record. The ideal candidate will have strong presentation and negotiation skills, and at least five years of print and/or integrated media ad sales experience. ***Location: San Francisco – CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Security issues

In an onsite audience poll at Computerworld's recent Mobile & Wireless World, 46% of the attendees said security concerns are the biggest stumbling block to broader enterprise wi-fi installation. Thirty-three percent listed budget and ROI considerations, 16% manageability and lack of tools, and 5% interoperability.

That said, 83% of the attendees said they plan to spend more this year on mobile and wireless technologies. Two-thirds said they planned to buy more than 100 notebook or tablet PCs for their companies this year, one-third expect to buy more than 500, and one-quarter more than 1,000.

Mobile & Wireless World

continued from page 1

nology editor of the *San Jose Mercury News*; Roger Gurnani, CIO of Verizon Wireless; and Ken Pasley, director, Wireless Systems Development with Federal Express.

"The real value of Mobile & Wireless World is the networking that goes on among peers, developers and suppliers," FedEx's Pasley said. "I have to rely heavily on relationships with peers and suppliers, and Mobile & Wireless World is great for making new connections."

COMPUTERWORLD
MOBILE & WIRELESS WORLD

Platinum sponsors for the event were Cisco Systems, Hewlett-Packard Co., Intel Corp. and Nokia. "For sponsorships, we cultivate relationships all year long with our IT vendor contacts in the mobile and wireless space," Hulitzky said. To cultivate attendees he said there are three basic rules to developing an audience: "target, target, and target. We use many mobile- and wireless-specific resources to build audience, including those of our own subscribers who demonstrate that they spend or decide on these technologies, as well as proprietary lists and communities associated with other Computerworld-specific offerings."

Not only is M&WW a learning experience for attendees, it is for the conference planners at Computerworld as well. Hulitzky said that attendees at last year's inaugural edition were "devoted" to the sessions, "even the very last one at the end of each day. So we made it even easier for them to participate in the sessions with additional opportunities to complete question cards that were quickly shuttled to the stage for the speakers to address."

M&WW, Hulitzky said, expands the Computerworld product line into a market that will inevitably be ubiquitous in corporate computing environments. "It reinforces the strength of the *Computerworld* brand as being an expert in another critical area of IT. It creates a marketing solution for a market of mobile and wireless solution providers that will surely expand. The bottom line is that this wise, strategic bet is already making profits."

For more information go to www.mwwusa.com or contact Derek Hulitzky at derek_hulitzky@computerworld.com.

IDC, IBM

continued from page 1

ences, digital media, Linux and pervasive computing. IBM is also very focused on growth in emerging markets, particularly China, India, Russia and Brazil. Campbell said Palmisano emphasized the importance and value of IDC's research in assisting his company to evaluate and determine the best growth opportunities to pursue.

According to Campbell, Palmisano indicated that he is reluctant to make public speeches about IBM's market opportunities unless the market sizing and forecasts have been validated by IDC. In fact, Palmisano last month gave a major speech to security analysts in which he focused on the huge new opportunity for IBM in the area of Business Process Transformation Services (similar to Business Process Outsourcing). IDC was the only source of external research used by IBM to define, size and forecast the BPTS market. IDC's Services research team has worked closely with IBM for the past several months to develop this research.

Following the meeting with Palmisano, Campbell and Gantz spoke with a number of other key IBM executives in meetings arranged by IDC VP/Sales **Ken Hoyt**.

Contact Brad Thorpe at bthorpe@idc.com.

Coming up

Macworld Conference & Expo
July 12-15
Boston Convention & Exhibition Center
Boston
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 2-5
The Moscone Center
San Francisco
www.linuxworldexpo.com

IDC Brasil Storage and Infrastructure Vision
Aug. 18
American Chamber of Commerce
Sao Paolo, Brazil
www.idcbrasil.com.br

LinuxWorld China
Aug. 24-26
Beijing
www.linuxworldchina.com

Storage Networking World/Europe
Sept. 7-8
Frankfurt Messe
Germany
www.snweurope.com/

Portable Power Conference & Expo
Sept. 12-14
Argent Hotel
San Francisco
www.portablepowerconference.com

See more events listings on www.idgcentral.com.

noteworthy people

Hernandez

Xheneti

LESLIE BACHAND

Minkoff

MICHELE NELSON

Wise

IDG WORLD UPDATE

von Hoffman

IDG WORLD UPDATE

New employees

IDC Latin America's new senior account executive is **Rocio Hernandez**. She was previously regional account manager with Hewlett-Packard. She holds a B.S. in international business from Buxtone in the U.K. and has also studied at Florida State University, North Carolina's Fayetteville Tech, and Excelsior College in Albany, N.Y. Away from the office she promotes the work of the Caring House Project Foundation, a non-profit organization that builds homes for the poor in Latin America, and volunteers her time to South Florida schools as a counselor and career advisor.
rhernandez@idc.com

A recent graduate of Wellesley College in Wellesley, Mass., with a B.A. in international relations and French, **Irida Xheneti** joins IDC Framingham as an analyst account manager. Away from the office she enjoys sports, especially swimming and tennis.
ixheneti@idc.com

IDG Entertainment has hired **Ilana Minkoff** as online sales manager, handling the Western U.S. She was most recently an account executive with *San Francisco Magazine* and prior to that an online sales manager with Rollingstone.com. Ilana graduated from the University of Florida with a B.S. in telecommunications. She enjoys camping, skiing, ocean kayaking, whitewater rafting and other outdoor activities, "cooking for a crowd and enjoying a fine bottle of cabernet." Ilana recently volunteered in El Salvador with the American Jewish World Service on a sustainable agriculture project. "It was amazing, inspiring and humbling," she said.
iminkoff@idg-entertainment.com

After traveling in New Zealand and starting Iris Burn Multimedia Studio, where he was writer/director/producer of various digital media products, former *GamePro* editorial intern **Joe McNeilly** returns to IDG Entertainment as a *GamePro* assistant editor. He holds a B.A. in screenwriting from Loyola Marymount University in Los Angeles and an M.A. in multimedia studies from California State University/Hayward. Joe counts basketball, cycling and martial arts among his many interests. "This year has been awesome! I went skydiving, rafted a Grade V river, climbed a couple of volcanos, and shot a short film that played at a local RobotMedia showcase."
jmcneilly@gamepro.com

CMO Magazine, to be launched in September by CXO Media, has hired **Constantine von Hoffman** as a senior writer. He was previously a freelance writer for a variety of publications including *CIO*, *Harvard Business Review*, *Yankee* and *Sierra*. He holds a B.A. from New York University in political science, enjoys board games and regularly performs stand-up comedy in the Boston area.
cvonhoffman@cxo.com

CXO Media also welcomes *CMO* Western Sales Director **William Wise,** who is based in San Francisco. Will was most recently division manager for major retail accounts at *The Boston Globe*. He has also worked for the Web/e-marketing company Beema, and prior to that spent 13 years with Ziff-Davis with *PC Computing* and Interop events. He has a B.A. in government and economics from St. Lawrence University in Canton, N.Y. Will's interests include spending free time with family, cycling, fitness and music.
wwise@cxo.com

Returning employees

IDG Entertainment has hired **Brett Rector** as editor-in-chief of *Star Wars Insider*. He left *GamePro* where he was an associate editor to work as a documentation manager for LucasArts Entertainment. He holds a B.A. in English from the University of California/Riverside and enjoys movies, music and playing ice hockey.
brector@gamepro.com

Correction

The name of CIO Executive Council Member Services Manager **Carrie Mathews** was spelled incorrectly in last week's issue. Her e-mail is cmathews@cio.com.

Address changes: IDC Japan, IDC Indonesia and Irvine sales office

IDC Japan
Nihonjisyo-Daiichi Building
3rd Floor,
1-13-5 Kudankita
Chiyoda-ku, Tokyo
102-0073
Tel : +81-3-3556-4760
Fax : +81-3-3556-4771

P.T. IDC Indonesia.
Suite 10, 6th Floor
Hotel Menara Peninsula,
Jl. Letnan Jenderal S. Parman 78
Jakarta 11410, Indonesia
Main Phone: +62-21-532-2581
Main Fax: +62-21-532-2583

IDG Communications Regional
Sales Office
19200 Von Karman Ave.
Suite 360
Irvine, CA 92612
Tel: +949-250-0164
Fax: +949-250-4881

IDG New Zealand employee wins latest IDG Central contest

Louis van Wyk, a reporter for *New Zealand Reseller News*, is the winner of the third round of the IDG Central scavenger hunt. His submission was selected at random from all correct entries, and a $50 Amex gift cheque is now on its way to him. Congratulations, Louis!

IDG's intranet, IDG Central (www.idgcentral.com), has a news-focused home page that includes *IDG World Update*, top stories from the IDG News Service, the IDG press room, and new features such as a "Meet Your Colleague" profile and rotating video content such as IDG Chairman **Pat McGovern**'s memories of IDC's early days.

The site has easy access to a variety of employee and corporate resources including the online IDG Directory, IDG Corporate Communications material and a new grammar tips column. If you don't have a login, request one online.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Kathy Dinneen *IDG Research Services*

26
Debra Sobin *IDG*

24
Robin Robison *IDG*

20
Richard Buroni *Computerworld*

17
Rex Farrance *PC World*

15
Francisco Torres *IDG Spain*
Maryfran Johnson *Computerworld*

14
Philippe Rose *IDG France*
Mandy Tse-Wong *IDG*
Guy Eaton *IDG U.K.*

11
Paul Mason *IDC*
Mark Levitt *IDC*

10
Aranzazu Aguilera *IDG Spain*
John Farrell *IDC*
Virginia Lehr *IDC*

9
Simon Jary *Macworld U.K.*
Caryn Bousquet *IDC*
Christopher Greene *IDC*
Amie White *IDC*

7
Dan Amrich *IDG Entertainment*

6
Lance Castonguay *IDG*
Mary Menendez *IDC*
Pamela Giesen *IDC*
Sophie Mayo *IDC*

5
Chris Lin *InfoWorld*
Walter Mastrapa *PC World Latin America*
Paul Morrisette *IDC*

4
Catharina Yttergren *IDG Sweden*
Valerie Soh *IDC Singapore*
Kathy Sin *IDC Hong Kong*
Vipul Bhargava *IDC Australia*
Tom Sullivan *InfoWorld*
Linda Trinh *PC World*
Diane Chen *CXO Media*
Michael Parent *Computerworld*
David Howard *IDC*
Michael Brennan *IDC*
Romala Ravi *IDC*
Anna Danilenko *IDC*
David Shapira *IDC*
Robert Weber *IDC*
Stephanie Torto *IDC*
Christopher Chute *IDC*
Dana Basilone *IDC*
Deborah Lee *IDC*

3
Eliza Wee *PC World*
Kyoko Suzuki *IDG Japan*
Kenneth Furer *IDC*

2
Ada Pang *IDC Australia*
Soon-Yul Chang *IDC Korea*
Marcus Wilkinson *Macworld U.K.*
Nora Freedman *IDC*

1
Margaret Banaghan *IDC Australia*
Dave Guarnieri *InfoWorld*
Roberto Rojas *IDC*
Martha Martin *IDC*
Quincey McCloud *IDC*
Sophie Louvel *IDC*
Emmanuel Doe *IDC*
Natalya Yezhkova *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Here's how to enter the 21st IDG Employee Photo Calendar contest!

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file (pixel dimensions at least 1500 pixels wide). The higher the compression the better. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s). Entries must be received by Friday, Sept. 17. **Photos will not be returned.**
- Send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S. Electronic images may be sent to world_update@idg.com.

First, second and third prize winners will receive $250, $150 and $100, respectively. Questions? Write to world_update@idg.com.

One on one

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ficer] magachure, a collateral piece that brings the magazine to life (available for viewing at CMOMagazine.com). ROI took front seat for marketers with the economic downturn and will not disappear from sound business practice with the recovery. There is a nicely forecasted 5% uptick in marketing spending in this $168 billion dollar market, but along with that still comes the need for measurability and accountability. Technology enables CMOs to accomplish their business more efficiently and with measurable results. The use of technology as well as business strategy, visionary leadership and management excellence will be what the print offering is all about.

There are a number of marketing publications such as *Advertising Age*, *BtoB*, *Sales and Marketing Management*, *Adweek*, *Brandweek*, *Journal of Marketing*, *Marketing Management*, *Marketing News*, etc. But none of these publications have our editorial mission focused solely on serving the needs of CMOs. Nor do they have our audience composition; we are in the process of building a community of 25,000 CMO readers from large companies with big budgets across all industries.

Q **Do you expect that CXO Media will publish other "C" level titles?**

A It was summed up nicely at our last company-wide town meeting: "We will move from C to shining C!"

celebrating 10!

Name
Janet King

Home
Yarmouth, Maine

Joined IDG
June 1989 as a PC Industry Analyst

Career path
I started as a PC Industry Analyst for IDG Research Services writing market briefs and answering inquires from the IDG publications' sales reps; after one year I became a research analyst working on primary research for *InfoWorld* and other IDG Research clients. I found I loved designing and analyzing research and have remained in that function for my entire tenure with IDG, evolving from an analyst, to a research manager to my current position as a research director.

What job involves
I am responsible for the design, management and analysis of market research studies for the IDG business units and their customers, such as editorial studies, readership surveys, brand awareness surveys and advertising effectiveness studies.

I joined IDG because
I was interested in technology and market research. IDG was the perfect fit.

What's kept you at IDG for 10 years?
A challenging job in a continuously changing industry; the opportunity for learning never ends.

Family
My husband Andrew and I have two daughters: Libby, 6, and Grace, 8.

What talent do you wish you had?
I would love to be able to paint — artistic talent completely evades me.

I really wish I had started ____ earlier in life.
Playing the piano. I fumble through it as an adult but would love to have the ability to sit and play a piece of music well the first time through.

Five people — living or dead — you'd invite to a dinner party?
My mother, who died in 1996; J. K. Rowling because we are all mad for Harry Potter at my house; Mick Hucknall from Simply Red because I love his music; Sally Edwards, a noted triathlete and inspiration to women to get moving; and Robin Williams, because who doesn't enjoy laughing!

Janet King *of IDG Research Services recently dined with IDG Chairman* ***Pat McGovern*** *at the Ritz-Carlton Hotel in Boston to celebrate her more than 10 years with the company.*

What disc is in your CD player right now?
Dido, *Life for Rent*

Do you have any pets?
A Bernese mountain dog named Chester and a Cavalier King Charles Spaniel named Hector. One weighs 110 pounds, the other 18 pounds, so they make quite a pair.

What book is on your nightstand?
Piano Lessons by Noah Adams

Retirement dreams?
A small house on a quiet Maine lake with an antique ChrisCraft boat and a view of the mountains.

Manager's profile
"Janet has been one of the major contributors to IDG Research's success over the years. She is a consummate professional, with excellent research and analytical skills, complemented by her wonderful service skills. All of her clients find her easy to work with, and they have great respect for her capabilities. She is very pro-active and always works to provide each client with the research that best fits their needs. She is a real asset to IDG. I have greatly enjoyed working with Janet these past 15 years and look forward to working with her for many years to come."

— *Kathy Dinneen, president, IDG Research Services*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Kirk Campbell *IDC*
Tan Ee Sze *IDG Singapore*
Joe Mola *Computerworld*
Lori Piscatelli *CXO Meida*
Howie Sholkin *IDG*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG World Update

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WWW.IDGWORLDUPDATE.COM

New this week on IDG Central

Meet your colleague: Cuban native Armando Lazo escaped his homeland in an inner tube.

Business unit profile: IDG Australia has been publishing industry-leading IT publications for 26 years.

Global Online Meeting presentations: The presentations from this month's Global Online Meeting are available on the GPSC section of IDG Central.

Meeting underscores IDG's commitment to online space

Paid content, audience development, Web metrics among topics on full agenda

This month's Global Online Meeting offered compelling proof of the key role the Web will play in IDG's future growth. More than 80 IDG employees representing business units in 15 countries, including every U.S. publishing unit as well as IDG World Expo and IDG Global Solutions attended the jam-packed two-day meeting in San Francisco. Also on hand were IDG Chairman **Pat McGovern**, CEO **Pat Kenealy**, and several other members of IDG's Management Team.

Organized by IDG International Publishing Services VP of Technology **Morris Effron**, the meeting was designed to encourage the sharing of the most significant and profitable online practices across IDG, as well as to allow colleagues to strategize about — and commit to — action on the most important opportunities in the online publishing marketplace today.

"We wanted to deliver the traditional benefits of a product line meeting — information exchange, personal networking, interpersonal and group brainstorming — but add a focus on producing actionable, revenue-generating results at an individual, business unit and IDG-wide level," Effron explained.

Audience Developme
• Ulla McGee
• Bruce McCurdy
• Rafael Sosa
• Chad Dickerson
• Kit Gould
• Matt McAlister

IDG WORLD UPDATE

*IDG International Publishing Services VP of Technology **Morris Effron** chaired the recent online meeting in San Francisco. The meeting resulted in a number of action items that will be championed by various employees throughout IDG.*

Following opening remarks from Kenealy, who provided an overview of the key issues facing online publishers, as well as some suggestions for addressing them in his presentation "The Collision of

continued on page 5

Digital World product line adds titles in Sweden, Norway, U.S.

Swedish edition debuts as supplement to *Computer Sweden*

Computer Sweden Hemma will appear monthly in 2005.

This month IDG Sweden launched its 15th publication with the debut of *Computer Sweden Hemma* (*Computer Sweden Home*), a supplement to *Computer Sweden*, IDG Sweden's *Computerworld* title. The next editions will come out in September, October and November; it will go monthly in 2005.

Editor-in-chief **Lars Dahmen** said that the parent publication is a business paper, written for profes-

continued on page 4

IDG Norway first in local market with digital lifestyle title

IDG Norway this week becomes the first Norwegian publisher to enter the emerging digital lifestyle market with a bi-monthly *Digital World* title. Focusing on the convergence of consumer electronics and computer technology, Digital World will cover all types of digital appliances including PCs, digital cameras, and video and music gadgets, according to **Morten Hansen**, managing director of

continued on page 4

Published by *PC World*, U.S. *Digital World* debuts as bi-monthly

In September San Francisco-based *PC World* will add the U.S. edition of *Digital World* to IDG's stable of six international *Digital Worlds*. The bimonthly will be published this October, December and February, 2005, with the debut issue on newsstands on Sept. 14.

"Technology is changing everything," said *PC World* and *Digital World* Editor-in-chief **Harry**

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in brief newsworthy

Pat McGovern accepts lifetime achievement award from ASBPE

Pat McGovern *accepted the ASBPE Lifetime Achievement Award at a ceremony earlier this month in Newton, Mass.*

IDG Chairman **Pat McGovern** received the American Society of Business Publications Editors (ASBPE) 2004 Lifetime Achievement Award during a ceremony earlier this month in Newton, Mass. In selecting recipients for this award, ASBPE focuses on, according to its Web site (www.asbpe.com), "the extremes of what can happen when magazine editors approach their careers with foresight, hard work, an entrepreneurial spirit and a sense for what the world needs from journalism."

In 1959, while a biophysics student at MIT, McGovern became associate editor of *Computers and Automation*, the first entrant in the nascent "computer magazines" category. In 1967, McGovern launched *Computerworld*, the flagship IDG publication that paved the way for many other well-known IDG brands.

"His deep roots as an editor are what ASBPE honors him for this year, " said ASBPE National President Rob Freeman. "And he's not just any editor, but one from whose work grew literally thousands of new editorial positions globally."

Computerworld Editor-in-chief **Maryfran Johnson**, who nominated McGovern for the award, introduced him at the award ceremony. "If you ask him what he would have been if he hadn't been a businessman, he'd tell you 'a journalist.' In his heart, he's always been one of us," she said. WU

Perception is all

During his ASBPE acceptance speech, IDG Chairman **Pat McGovern** elicited much laughter from the audience with stories from his fledgling, pre-IDG newspaper days. Tasked with conducting interviews at major companies, he was given a $99 nationwide bus ticket for his travels. When he scheduled the first interview with a head scientist, he was asked if he needed transportation from the airport. When he said he was arriving by bus, the interviewee was suddenly unavailable. When asked the same question in scheduling a second interview at another company, he replied, "No, thank you, I'm motoring in with my own driver."

Computerwoche forum, publication focus on needs of smaller enterprises

Christoph Witte *(left), publisher and editor-in-chief of Computerwoche, makes a point while Andreas Zilch, managing director/consulting, at TechConsult GmbH., a speaker at the event, looks on.*

For the second consecutive year, IT managers at small- to medium-size companies in Germany had a chance to talk to experts and explore solutions to day-to-day challenges at the annual regional forum targeted to their needs. During May and June, a total of more than 300 IT specialists attended a one-day Computerwoche Forum for Medium-Size Businesses in Stuttgart, Frankfurt, Cologne and Hamburg.

The highly profitable forum series featured IT experts and other speakers representing sponsors APC, Oracle and SAP. Sponsors also participated in a small exhibit area; co-sponsors TCom and ebigo.de also exhibited. The event was free to end users, while vendor representatives paid 198 Euros (US$239).

COMPUTERWOCHE
fokus
Mittelstand
Kunden-Management
Praxisbeispiele und große Marktübersicht
Speichertrends
So werden Speichernetze erschwinglich
Gehaltsstudie
Was Manager und IT-Fachleute verdienen
Wettkampf um das Unix-Erbe
Unix
Ratgeber

The Forum is part of *Computerwoche's* continuing efforts to deliver relevant content to this niche audience, which it defines as IT managers working in businesses with 50 to 1,000 employees. Since 2003, the *Computerworld*-branded parent title has also produced a spin-off publication, *Computerwoche Fokus-Mittelstand* ("Focus on Mid-Size Businesses") that has brought in new readers to the *Computerwoche* family as well as new advertisers. The publication, produced six times in 2004, averages about 60 pages. It emphasizes day-to-day problem solving, cost-sensitive approaches to technology spending and simplified, non-technical language. Costs are low, with freelancers for editorial and sales and layout staff borrowed from *Computerwoche*. One-quarter of the content is repurposed from *Computerwoche*. The publication's Web site is at www.cw-mittelstand.de.

For more information write to IDG Germany Group Publisher ***Karin Giffhorn*** *at kgiffhorn@computerwoche.de.* WU

the interview

one on one

John P. O'Malley
IDG's VP/Global Advertising and the president of IDG Global Solutions is this week's guest columnist. Reach him at john_o'malley@idg.com.

At-a-glance

IDG Corporate Sales
Locations Framingham, Mass., and San Francisco

Number of employees 8

IDG Global Solutions
Locations London, Framingham, Mass., San Francisco, Paris, Munich, Miami, Sydney, Hong Kong, Tokyo, Malaysia, China, Singapore and Taipei

Number of employees 50

Mission To build and maintain IDG market share internationally by delivering high-quality value products and services that exceed our customers expectations.

Recent accomplishment
Worked with Hewlett-Packard's global brand-building campaign on Strategic Development. It featured various highly recognizable characters and companies including Shrek, Porsche and FedEx and ran in a total of 21 *CIO* and *Computerworld* titles in 18 countries throughout the region during April. It was exclusive to IDG in most EMEA countries.

Q You've taken on some new responsibilities in the U.S. that were previously the domain of IDG Communications. What are they, and how do they mesh with your role with IDG Global Solutions (IGS)?

A Last October I added IDG's top Corporate Accounts to my responsibilities (IBM, Microsoft, HP, Cisco, Dell and Intel) and in February, Sun was added to the list. As the current top U.S. clients are typically the same top IDG clients around the world, the addition of the U.S. accounts was a natural fit and is a complement to IGS. Regarding my responsibilities at IGS, there is no change.

This new role now enables IDG to talk to our top customers about their business issues and challenges, regardless of geography. This allows us to position IDG as the key strategic partner of choice in communicating a consistent global message. This is a differentiating factor for IDG, as no other publisher can offer this worldwide perspective and service.

Q How does the Corporate Sales team work with the key IGS leaders around the world? How will you get incremental revenues from IDG's top accounts?

A As not all of the top clients have the same agencies internationally, the IGS contacts vary according to the client and agency needs. IGS has a proven track record of incremental growth with existing clients, and now customers are taking a more centralized and strategic approach to their marketing. By presenting one global method to these customers, we fully expect to drive incremental revenues from this customer base. We can extend successful programs (whether print, online, custom publishing or some other combination of IDG properties) from one region to another and share account knowledge to drive strategic growth. Our detailed knowledge of the account makes our relationship with the agency more valuable and results in better long-term return on investment.

Q How do the combined strengths of IGS and Corporate Sales give IDG a competitive advantage over Ziff, CMP and other competitors?

A IDG's competitors are strong but only in certain markets and lack international depth. IDG is the only company that truly has extensive coverage by geography and by audience. With a narrow focus only on our products, our customers lack the understanding of our international reach and strengths of IDG. Our business development approach of working with clients strategically and in a holistic manner has been developed over the past five years. We have gained and used that experience to drive increased market share and improved yields. We're putting much more emphasis on how we communicate this experience to clients and, as a result, leverage IDG's unique strengths. The more value we can add the more difficult our competitors will find it to compete with us.

Q What effect will IGS/Corporate Sales have on the existing sales efforts of the local publications?

A Our organization will aid local publications because we won't seek to replicate their efforts — and we recognize we can't match their detailed knowledge of the market and their passion. We believe, however, that a different conversation at clients' corporate level will add to the knowledge at a local level and improve overall sales opportunities.

Q How have IDG's top customers' needs changed in the last few years?

A They have become better informed, more demanding and have increased expectations. They constantly expect more for less, coupled with the need to create stronger brand communications, and this has led to greater corporate control of budgets and strategies. We have witnessed a change from clients being product focused to embracing integrated media programs that span print, online, events, etc. Also, editorial integrity remains one of the top issues with customers as they realize the value in communicating to their customers directly through respected channels versus product placements that lack creditability.

Q Your IGS team has spent a lot of time in recent years trying to make the client/agency/IDG relationship a true strategic planning process. What do you do to facilitate that teamwork concept?

A We work with all groups involved in the process. Our approach is very simple: to be able to add enough value so that IDG gains more airtime with clients and agencies that results in increased profitable revenue. In order to achieve greater contact with clients and agencies, we must have a better understanding of the market and potential opportunities. This fundamental concept is driven by understanding the IT/business market and the objectives

continued on page 4

YOUR MUSIC. EVERYWHERE.
Digital World
BIGHDTVGUIDE
WE TEST THE BEST TV SETS EVER
15 NEW CAMERA PHONE TRICKS
MOVIES GO MOBILE: VIDEO HANDHELDS GET REAL
DV STARS HOLLYWOOD ON $250 A FILM
CABLES 101 THE TRUTH ABOUT HOME THEATER HOOKUPS

The U.S. edition of Digital World will debut this September.

VIDEO LYD FOTO KOMMUNIKASJON
Vinn en rå stue-PC
DigitalWorld
Din nye digitale hverdag
Nr 1/2004
Flat design og lekre bilder
Kun kr 39,-
Alle vil ha flate skjermer. Vi forteller alt om LCD- og plasma-TV. Hvordan virker de, og hvilke bør du kjøpe?
Digitalt kompaktkamera til ferien
Musikksamlingen på innerlommen
Siste trender innen stue-PCer

IDG Norway's Digital World debuted this month.

Sweden

continued from page 1

sionals to help them run their daily operations. "With *CS Hemma*, we take a completely opposite view," he said. "Nothing about work, everything about them as individuals, focusing on gadgets and high-tech stuff they like and want to get their hands on. It's more like a car magazine than a traditional IT book."

Dahmen noted that terms such as 'total cost of ownership' and 'ROI' are "completely forbidden" in *CS Hemma*. "We will write about global positioning systems, big-screen TVs, automobile DVD systems, third-generation mobile wireless network phones, MP3 players, digital cameras and games."

The IDG Sweden sales staff is targeting automotive, banking and finance, clothing, and lifestyle clients.

CS Hemma currently has a section on the *Computer Sweden* site at www.computersweden.se, though it will have its own site by late September. For more information, contact Lars Dahmen at lars.dahmen@idg.se.

Norway

continued from page 1

IDG Norway.

Editorial will cover new products, comparison testing and features offering practical knowledge and guidance for incorporating the products into home theater and networks.

The initial print run for the new publication, which will feature a minimum of 100 pages per issue, will be 40,000. Subsequent issues will appear in August, October and December of this year.

For more information, contact Morten Hansen at morten.hansen@idg.se.

One on One

continued from page 3

of the vendors. If we are able to demonstrate that knowledge through research and analysis, then IDG secures a seat at the strategic table — and our influence grows as does our understanding — a self-fulfilling prophecy.

Q **Has there been an uptick in the amount of IDG client spending on online campaigns in the past year? What can IDG do to entice more spending in this area?**

A We have seen rapid growth in online revenues worldwide, but we must not be complacent when selling multinational proposals; our offering is only as strong as the weakest IDG site. The more consistency we can have in creative formats and content sections, the more success we will achieve. In addition in order to compete on a cost-per-thousand (CPM) basis with CNET, TechTarget and ZD, we need to be able to offer run of site, run of network and run of audience packages. CPM is the metric used by buyers and sellers to assess a site's proposition, delivery and comparison to other sites.

U.S.

continued from page 1

McCracken. "Everything's going digital, and wireless communications will soon turn every home into a networked house. *Digital World* will provide easy-to-understand information on the products and services driving the revolution."

The launch issue is scheduled to include reviews of 42-in. high-definition TVs, digital music equipment, and camera phones. Along with columns such as "Seen Heard Tried," "Tech At Home," and "The Skeptical Shopper," *Digital World* will include the following sections:

- Test Center Reports: Product reviews from the PC World Test Center's 'digital living room' that simulates real-world conditions, including rankings, ratings, charts, buying tips and Digital World's Choice awards.
- Solutions: How-to articles on setting up, troubleshooting and upgrading consumer electronics with step-by-step photos and graphics
- One-Stop Guides: Comprehensive guides to entertainment product categories

The estimated circulation of *Digital World* is 125,000, to be polybagged with newsstand editions of *PC World*. *PC World*'s 850,000-plus subscribers can download a free PDF copy of *Digital World* at PCWorld.com. Online, *Digital World* will appear as a microsite of www.pcworld.com; a Digital World toolbar tab will also appear on every PCWorld.com page.

For more information contact Heidi Tanaka at heidi_tanaka@pcworld.com.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

Attendees identify action items

This month's Global Online Meeting ended with attendees agreeing to pursue several IDG-wide online initiatives and identifying volunteers to champion them. They include:

1) Use the foundation of the CIO Executive Council to craft a paid enterprise community strategy across IDG.

2) Normalize the company's suppliers and associated costs worldwide with regard to Web measurement, and do this quickly to get the benefits into FY05 budgets.

3) Get a better handle on IDG's ad serving choices in Europe and Asia and coordinate them with current and future plans in the U.S. This will help the company prepare for new targeted advertising capabilities (contextual, behavioral and demographic) and ad types (e.g. rich media).

4) Explore creating an IDG-branded keyword search offering like Google's Adwords.

5) Revive the effort to do more extensive cross-linking of our sites and integrate idg.net's pan-IDG search capability into each site's search feature.

6) To continue driving the exchange of information and coordination of online initiatives explore using the CIO Executive Council model to create an IDG Online Council.

Best Practices coming soon to IDG Central

The IDG Best Practice Exchange, an online repository for the sharing of best practices across all functional areas, locations and product lines, will debut in August at the Worldwide Managers Meeting. All IDG employees will be able to access this resource and contribute to it by logging onto IDG Central. All of the Great Ideas, submitted by attendees at this month's Global Online Meeting, will be available on the site, which will be beta tested by members of IDG's online community over the next two months.

Online meeting

continued from page 1

Online and B2B Media" and IDG VP **Colin Crawford**, who discussed the competitive landscape (both presentations are available on IDG Central), participants broke along enterprise and consumer lines to discuss best practices and collaborative opportunities around getting revenue from online audiences.

The Consumer Reader Revenue & Community session was hosted by PC World.com General Manager **Ulla McGee** and speakers included **Jason Snell**, editor at Mac Publishing; **Dan Orum**, president of IDG Entertainment, **Stefan Knecht**, project director at IDG Germany; **Andrew Eisner**, executive producer, PC World.

The Enterprise session was hosted by CXO Media Senior VP Online **Tim Horgan** and featured presentations from **Adam Gaffin**, online executive editor at Network World; **John Pickett**, VP/editor-in-chief at ITWorld Canada; **Mark Hall**, CIO at CXO Media; **Declan Fox**, online product manager at InfoWorld; and **Alexander Huels**, editor, IDG Germany.

> *[Morris] Effron offered attendees a preview of eMeta — IDG's U.S. shared online registration and commerce system, which will provide gated access to online content via unified visitor registration and associated single sign-on across all of IDG's U.S. Web sites.*

Three other general sessions addressed broad, strategically vital parts of online revenue generation. Colin Crawford chaired a session on Web Metrics that featured contributions from **Mike Draper**, COO, Network World; **Lisa Huck**, research manager at PC World; and **Hanne Tuomisto**, manager, International New Media Sales, IDG Global Solutions EMEA. Infoworld.com General Manager **Matt McAlister** led a session on audience development with panelists **Ulla McGee**; **Bruce McCurdy**, product development manager at PC World; **Rafael Sosa**, senior marketing manager, PC World; and **Chad Dickerson**, CTO, InfoWorld. And **Kevin Normandeau**, VP, online at Network World, chaired a discussion on Advertiser/Partner Revenue that featured InfoWorld CEO **Kevin McKean**, PC World Associate Publisher **Michael Carroll**, Computerworld National Sales Manager **Gregg Pinsky**; and Hanne Tuomisto of IGS/EMEA.

IDG WORLD UPDATE

*ITWorld Canada VP & Editor-in-chief **John Pickett** listens to a question from IDG Chairman **Pat McGovern** (far right) during the session on Enterprise Reader Revenue and Community.*

IDG WORLD UPDATE

*IDG New Zealand CTO and Online Business Manager **Mark Evans** (right) chats with IDG VP **Colin Crawford** during a break.*

A series of shorter sessions addressed specific topics of importance to all members of the online community. **Nancy Percival**, VP/IT Careers, and **Ben Gerholt**, online director/CIO at IDG Australia, discussed alternative approaches to online recruiting. Stefan Knecht addressed the rising importance of intellectual property management and protection, and the emerging technologies to support content rights control. Effron offered attendees a preview of a major pan-U.S. project : eMeta — IDG's U.S. shared online registration and commerce system, which will provide gated access to online content via unified visitor registration and associated single sign-on across all of IDG's U.S. Web sites while maintaining the integrity of each individual site's branding. And **Anders Huldt**, chief business controller/CIO at IDG Sweden, displayed a comprehensive online customer management system, NetScription, developed and deployed by IDG Sweden.

All of the meeting presentations are available on IDG Central on the IDG GPSC link under Corporate Resources on the home page. If you need a password and login for IDG Central, you may request one on the site. For more information, contact Morris Effron at morris_effron@idg.com.

noteworthy people

Yorke

Pomponi

LESLIE BACHAND

MacDonald

Hall

IDG WORLD UPDATE

Vivero

Promotions

Matthew Yorke, previously SVP Business Development worldwide for IDG Global Solutions, has been promoted to VP of IDG Corporate Sales, the business unit that works with IDG's top-tier accounts in the U.S. Yorke will report to IDG VP Global Accounts **John P. O'Malley**, who also serves as president of IDG Global Solutions, and will move from England to the U.S. within the next few months. "For the past 5 1/2 years, Matthew has been working with IDG clients all over the world, including the U.S.," O'Malley said. "He has a strong reputation for success with clients and agencies and an outstanding track record in revenue generation and yield management. In Europe, Matthew's sales teams have won awards for the innovation they have brought to client marketing objectives, and our aims are to exceed this standard in the U.S." *matthew_yorke@idg.com*

Donna Pomponi has been named director of emerging markets at Network World. In this new role, she will be responsible for leading the Marketplace sales team and will work with that group to create opportunities that encompass print, online and event programs for a specific group of growth accounts. In addition, she will work to create new business opportunities and partnerships, concentrating on emerging and adjacent markets. Donna has been with Network World since its inception and brings a total of 24 years of IDG experience to the table. "When it comes to a *Network World* champion, Donna is second to none.," said **Carol Lasker**, VP/associate publisher. "Her enthusiasm, ability to work with clients and marketing of new programs makes her an ideal leader for her new role." *dpomponi@nww.com*

New employees

Albert Sacco joins CXO Media as an editorial assistant. He previously worked at the Massachusetts Archives as a reference archivist intern. Albert graduated in January from Boston's Northeastern University with a B.S. in journalism and enjoys reading and writing in his free time. *asacco@cxo.com*

Donald MacDonald joins IDC Framingham as vice president of the Internet Products and Partnerships group, coming from EMC where he was director of global solutions. He holds an MBA from Boston's Northeastern University and is in his second season racing autos with Skip Barber Racing School. *dmacdonald@idc.com*

Previously director of global portfolio trading at Instinet Corp., **Randy Grossman** is Financial Insights' new research manager for capital markets and will be setting the research agenda, writing research reports and briefs, and identifying consulting opportunities. He holds a B.S. in microbiology from the University of Massachusetts/Amherst and a graduate certificate of business from the Harvard University Extension School. Away from his desk, he enjoys golf, cycling and fitness. *rgrossman@financial-insights.com*

Heather Karki is IDC Framingham's new product manager with the Hardware Research group, charged with identifying and implementing new market-driven, customer-focused products and services. She previously held a similar title with the Strategic Pricing Group where she developed marketing/sales strategies with Fortune 1,000 business-to-business clients. She holds a B.A. in physics and astronomy from Wheaton College in Norton, Mass., and an MBA with a concentration in marketing from Boston University's Graduate School of Management. She is the proud new parent of Kush Karki. *hkarki@idc.com*

Transfers

Network World's **Neva Tachkova** moves from her role as associate graphic designer to a similar position at CXO Media. Before coming to IDG she was a graphic designer with Commonwealth Financial Network. She holds a BFA in graphic design from the Massachusetts College of Art and enjoys skiing, hiking, rollerblading, museums and reading about information architecture. *ntachkova@cxo.com*

Returning employees

Formerly a sales representative with IDC's Major Accounts group, **Casey Hall** returns to IDG as an account executive for InfoWorld. She was previously senior admissions coordinator with the Art Institute of California in San Francisco. She graduated from the University of Vermont with a B.S. in aquatic resources and enjoys running up and down the San Francisco hills. *casey_hall@infoworld.com*

Et cetera

A Harvard College senior majoring in economics, **David Vivero** joins IDG's corporate offices in San Francisco as a summer management associate. In this position he will undertake various projects for CEO **Pat Kenealy**, VP **Colin Crawford** and VP Human Resources **Richard Willoughby**. Originally from Miami, Florida, Vivero launched *Venture* magazine — a full-color glossy focused on business/technology opportunities for young people — during his first year in college. The now-profitable, 30,000-circulation magazine has been folded into a larger organization of students at Harvard called Venture Media Group, which is launching a companion Web site and a second print title later this year. Vivero spent previous summers at Goldman, Sachs & Co. in New York and the law firm of Greenberg Traurig in Miami. With IDG through the end of August, he enjoys exploring San Francisco on foot in his free time. *david_vivero@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Pim Bilderbeek *IDC Benelux*
Corinne Schmidt *IDG Switzerland*

16

Michelle Wong *IDG Singapore*
Andrew Sambrook *IDG List Services*

15

Jan-Bernd Meyer *IDG Germany*
Hans-Albrecht Simon *IDG Germany*

14

Petra Hermann *IDG Germany*
Julio Vial *IDC U.K.*

13

Jaroslav Hrouda *IDG Czech*
Carel Schrama *IDG Netherlands*
Patricia Owen *PC World*
Enrico Lotti *IDG Italy*
Ornella Fusina *IDG Italy*
Elena Re Garbagnati *IDG Italy*

11

Maud Sårde *IDG Denmark*

10

Marlene Silla *IDG Germany*
Britta Bernauer *IDG Germany*
Tom Winter *IDG U.K.*

9

Sylwia Szczypiorska *IDG Poland*
Marie Vildova *IDG Czech*
Irena Gorian *ITWorld Canada*

8

Wolfgang Herrmann *IDG Germany*
Martin Seiler *IDG Germany*
Hans Ludwig *IDG Germany*
Peter Tripodi *IDG Central Services*
Emma Northam *PC Advisor*

7

Torben Simonsen *IDG Denmark*
Holger Seiffert *IDG Germany*
Jill Lim *IDC Singapore*

6

Jesús Ribeiro *IDG Venezuela*
Silvia Raggi *IDG Italy*
Andreas Fischer *IDG Germany*
Sabine Wittmann *IDG Germany*
Michael Andress *IDG Germany*
Alessandro de Bochdanovits *IDG Germany*
Andreas Kroschel *IDG Germany*
Keita Kuramoto *Linux World Japan*
Phil Odgers *IDC U.K.*
Robert Rawson *Computerworld*

5

George Mahowald *IDC*
Kelly Matthews *IDC*
Jo Williamson *IDG Global Solutions U.K.*
Rickard Carlsson *IDG Sweden*
Björn Glansk *IDG Sweden*
Raymond Quan *IDC Canada*
Sandra Pomalo *IDG Germany*
Reinhard Baum *IDG Germany*
Frank Klinkenberg *IDG Germany*
Renata Bitar Ramos *IDG Brazil*
Diana Turco *Computerworld*

4

Eri Meyer *IDC*
Jan Vachal *IDG Czech*
Tamás Regõs *IDG Hungary*
Jacob Hoffmann-Petersen *IDG Denmark*
Masaki Kato *IDC Japan*
Vit Kolovrat *IDC CEMA*
Romana Schmidtová *IDC CEMA*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Jörg Luther *IDG Germany*
Kourosh Ghassemi *IDC Australia*
Jason Armitage *IDC U.K.*
Jill Finger-Gibson *IDC U.K.*
Nicky Walton *IDC U.K.*

3

Vince Decastro *ITWorld Canada*
Rasmus Jensen *IDG Denmark*
Manfred Bremmer *IDG Germany*
Pia Küsters *IDG Germany*
Manfred Bosl *IDG Germany*
Rolf Röwekamp *IDG Germany*
Scarlett Fritz *IDG Germany*
Marcus Schardt *IDG Germany*
Tobias Weidemann *IDG Germany*
Marjo de Jong *IDG Netherlands*
Wendy Leaw *IDC Australia*
Liane Cassavoy *PC World*

2

Brian Gaidry *Network World*
Judit Dengelegi *IDG Hungary*
Nathalie Rickli *IDG Switzerland*
Mesher Ma *IDG China*
Sammi Zhang *IDG China*
Rasmus Udsholt *IDG Denmark*
Masahiro Nakamura *IDC Japan*
Kristina Bajic *IDG Germany*
Konstantin Christinakis *IDG Germany*
André Horn *IDG Germany*
Augustin Lacaille *IDC France*
Aico Turba *IDG Netherlands*

1

Ágota Szalay *IDG Hungary*
Catharina Bujnoch *IDG Switzerland*
Moisés Fuentes *IDC Mexico*
Darian Bird *IDC CEMA*
Cristiani Apolonio de Souza *IDG Brazil*
Juana Godward *IDG Brazil*
Mauricio Arroio *IDG Brazil*
Sonia Maria Penteado *IDG Brazil*
Takako Fukazawa *IDG Global Solutions Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

Macworld Conference & Expo
July 12-15
Boston Convention & Exhibition Center
Boston
www.macworldexpo.com

LinuxWorld Conference & Expo
Aug. 2-5
The Moscone Center
San Francisco
www.linuxworldexpo.com

IDC Brasil Storage and Infrastructure Vision
Aug. 18
American Chamber of Commerce
Sao Paolo, Brazil
www.idcbrasil.com.br

LinuxWorld China
Aug. 24-26
The Kerry Center Hotel Beijing
www.linuxworldchina.com

Storage Networking World/Europe
Sept. 7-8
Frankfurt Messe
Germany
www.snweurope.com/

Portable Power Conference & Expo
Sept. 12-14
Argent Hotel
San Francisco
www.portablepowerconference.com

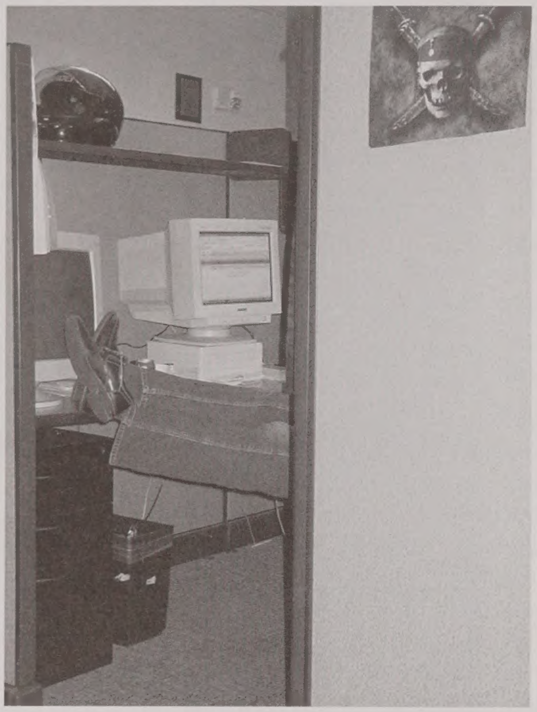
IDC IT & Telecom Outsourcing Forum
Sept. 14
American Chamber of Commerce
Sao Paolo, Brazil
www.idcbrasil.com.br

Wireless Sensing Solutions
Sept. 21-22
Donald E. Stephens Convention Center
Rosemont, Ill.
www.wssconference.com

RoboNexus
Oct. 21-23
Santa Clara Convention Center
Santa Clara, Calif.
www.roboticsevents.com

off line for fun

Life at work



Send your captions for this week's "Life at work" photo to world_update@idg.com or fax them to 617-423-0712 by Tuesday, July 20. If you have a work-related photo you'd like to submit for possible use in this contest, please sent it electronically to the e-mail address or mail it to IDG World Update, 3 Post Office Square, 4th floor, Boston, MA 02109. If your photo is selected to run, you will receive an IDG t-shirt.

What does 'MP3' stand for?

Music Player, Version 3? Melodic patterns for threesomes? Musical pandemonium for three-year-olds? Nope. The commonly used music coding format MP3 actually stands for "MPEG-1 audio level 3." MPEG refers to the Motion Picture Experts Group, the committee that defined the MPEG video compression standard. And, yes, there is a level 1 and a level 2, but the level 3 algorithm turned out to be tops for musical fidelity. I have to wonder: Could they have made music sound any less fun? Probably not.

—as reported by PC World Contributing Editor (and InfoWorld Editor-in-chief) ***Steve Fox*** *in the July 2004 issue of PC World.*

Last chance to nominate a deserving colleague for the IDG STAR Award

The Corporate Boviard STAR Award program is designed t oencourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results.

Any corporate employee from one of the following business units is eligible to be nominated.
IDG Corporate Accounting
IDG Human Resources
IDG Corporate Support Center (Chairman's Office, CEO's Office)
IDG Information Services
IDG List Services
IDG Global Solutions
IDG Research Services
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Legal
IDG Corporate Tax
IDG Travel
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, *IDG World Update*)

Please be sure to include:
Employee's name, title and department and explain:

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

ALL nominations must be submitted by July 7, 2004. Send nominations to **Lucy Sheehan**, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

Read *World Update* the day it's printed

IDG employees can request IDG World Update in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG **World**Update

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WWW.IDGWORLDUPDATE.COM

Evidence on How You Can Build Your Cyberforensic Capabilities
CSO
COMING ABOUT
DUELING FOR DOLLARS
U.S. COAST GUARD

Computerworld and CSO scooped up Magazine of the Year honors in the recent ASBPE awards.

COMPUTERWORLD
Buyout Bids Rock ERP Landscape
THE TOP 5
IT Managers See Need for Risk Metrics
100 Best Places to Work in IT

IDG takes home unprecedented number of ASBPE awards

IDG's U.S. publications collected more than 90 national and regional American Society of Business Publication Editors' (ASBPE) awards in ceremonies across the country last month, with two IDG publications being named 2004 Magazine of the Year. *Computerworld* won the top honor in the greater-than-80,000 circulation category, while *CSO* was named in the under-80,000 circulation category.

The first newsweekly to win the ASBPE's top honor, *Computerworld* was praised for its ongoing commitment to its enterprise IT management readers. After evaluating more than 2,400 business and technology publications, the award judges specifically commended *Computerworld*'s "quality of writing, reporting and editing; editorial organization; layout and design; value to readers, and interaction with readers."

"*Computerworld* consistently wins awards for high-quality editorial and design, but for the ASBPE to name us the top publication for the year is a special testament to the talent and hard work of our editors, writers and designers," said Editor-in-chief **Maryfran Johnson**. "We put our readers — the senior enterprise IT managers — first in what we do.

*Computerworld Editor-in-chief **Maryfran Johnson** and Publisher, President & CEO **Robert Carrigan** display the 2004 Magazine of the Year award presented to the publication by ASBPE.*

continued on page 4

World Expo tackles targeted marketing with Context

IDG World Expo's newest event — Context — will launch Jan. 10-13, 2005, in San Francisco and focus on the next wave of publishing and marketing: creating materials customized for individual recipients based on knowledge of their interests, buying habits and demographic data.

"Context will tackle the very topical issue of what happens when content consumers begin to dictate how information gets to them and in what form," said IDG World Expo President **David Korse**.

"In simplest terms, Context is about every consumer's nightmare, which is that all the stuff about them in computer databases will be connected and used to market to them," said IDG World Expo Group VP **Gene Gable**. "But that's the negative outlook." A better way to view it, he said,

continued on page 5

*Finally, consumers may only get the catalogs, magazines, e-mails and other promotions that are truly of interest to them, said IDG World Expo Group VP **Gene Gable**, who will launch the company's newest event — Context — in January.*

IDC conducts comprehensive global software piracy study

IDC gained worldwide press coverage last week with the release of a far-reaching global software piracy study conducted for the Business Software Alliance (BSA). Among the findings: 36% of the software installed on computers worldwide in 2003 was pirated, representing a loss of nearly $29 billion.

The project represents the second time IDC and BSA, an alliance of the world's leading software manufacturers, have collaborated on a piracy-related study. Last year's analysis based on 2002 data assessed the top-level impact (employment, tax contributions, etc.) that the IT industry has in 57 countries and the economic benefits those countries would experience by tightening and enforcing their intellectual property laws. The scope was limited to

continued on page 4

in brief newsworthy

May profit margin report

Each month, *IDG World Update* publishes the names of the most profitable publications in seven of IDG's global product lines. For a full list of the wholly owned publications in each category, see this feature on IDG Central at www.idgcentral.com. If you do not have a login and password for the site, you may request one online.

CW/IW publications

1. *China Computerworld*
2. *Computerworld Bulgaria*
3. *Computerworld Brazil*
4. *Czech Business World*
5. *Australian Computerworld*

PC World publications

1. *Mikrodatorn* (Sweden)
2. *Windows Server World* (Japan)
3. *PC World Bulgaria*
4. *PC World Czech*
5. *Computer!Totaal* (Netherlands)

Macworld publications

1. *Macworld Espana* (Spain)
2. *Macworld* (U.S.)
3. *MacWorld* (Sweden)
4. *Macwelt* (Germany)
5. *Macworld* (U.K.)

Networking publications

1. *China Network World*
2. *Network World* (U.S.)
3. *China Telecom World*
4. *Nettverk & Kommunikation* (Norway)
5. *Comunicaciones World* (Spain)

Reseller publications

1. *China Computer Partner World*
2. *Australian Reseller News*
3. *IT.Branschen* (Sweden)
4. *Computer Partner* (Netherlands)
5. *it.bransjen* (Norway)

Gaming publications

1. *GameStar* (Germany)
2. *GamePro* (Germany)
3. *GameStar* (Hungary)
4. *GameStar* (Czech Republic)
5. *GamePro* (U.S.)

CIO publications

1. *CEO & CIO* (China)
2. *CIO Singapore*
3. *CIO France*
4. *CIO Australia*
5. *CIO Japan*

Bio-IT World honors winners of 2004 Best Practices Awards

Representatives from the eight winning companies and the President's Award winner pose with Bio-IT World's Editorial Judging Team (back row). Winning companies include: Iconix Pharmaceuticals, Baylor Medical College, SurroMed, Endo Pharmaceuticals, Roche Diagnostics, Children's Memorial Hospital, Laboratorie Kastler Brossel, Locus Pharmaceuticals. Bio-IT World staff includes (back row): ***Kevin Davies****, editor-in-chief (second from left);* ***John Russell,*** *executive editor (third from right);* ***Alan Bergstein****, president/publisher (second from right); and* ***Tony Strattner****, special projects editor (far right).*

Bio-IT World last month honored the winners of its second annual Best Practices Awards at a ceremony held at the National Press Club in Washington, D.C. The awards are designed to spotlight organizations for their innovative use of life science and information technologies in streamlining and accelerating the drug discovery research and development process. The program was organized by *Bio-IT World* editors, including Executive Editor **John Russell**, Special Projects Editor **Tony Strattner**, Senior Informatics Editor **Malorye Branca** and Editor-in-chief **Kevin Davies**. Joining them in judging the entries were a panel of 10 industry experts including IDC Life Science Insights Vice President/Research **Jim Golden**.

For more information, contact Bio-IT World Director of Marketing Communications ***Gina Bajenaru*** *at gina_bajenaru@bio-itworld.com.* WU

IDC Brazil, Mexico attract crowds to Business Intelligence conferences

More than 300 attendees flocked to each of the first editions of IDC's Business Intelligence Conference held in Mexico and Brazil last month.

The IDC Mexico event took place on June 17 in Mexico City; one week later, IDC Brazil staged its version of the conference in São Paulo.

conference 2004
business intelligence
IDC

Mauro Peres*, IDC Brazil research manager, closed the IDC Brazil Business Intelligence Conference by moderating a panel discussion among executives from the sponsoring companies.*

With a focus on using business intelligence tools to increase companies' productivity, both events attracted strong support from sponsors including SAS, Siebel, Hyperion, Cognos, Information Builders, Business Objects and Microsoft.

"These conferences proved that the events business gives IDC opportunities to open doors to close new business with new partners," said IDC Brazil Marketing and Events Manager **Cristina Defendi**, noting that several sponsors, including Information Builders, Hyperion and Cognos had not previously done business with IDC in the region.

Attendees at each of the full-day events, primarily IT purchasing decision makers or influencers from leading end-user companies in the region, paid $100 (Brazil) and $200 (Mexico) to attend.

IDC speakers at the Mexico conference included **Monique Gibelli**, VP of research and consulting for Latin America, and **Karen Bitran**, regional software analyst. In Brazil, **Darren Ware**, senior software analyst from IDC Latin America; and **Bruno Rossi**, senior software analyst; and **Mauro Peres**, IT and Telecom research manager, both from IDC Brazil, were among the speakers.

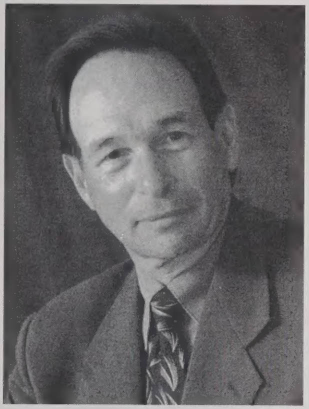
For more information, contact Cristina Defendi at cdefendi@idcresearch.com.br. WU

busi
onference 200
IDC
Analyze the Future

IDC Senior VP, International Business ***Philippe de Marcillac*** *delivered the opening remarks at the IDC Brazil Business Intelligence Conference.*

one on one the interview

David Korse
The president of IDG World Expo is this week's guest columnist. Reach him at david_korse@idg.com.



IDG World Expo at-a-glance

Location Framingham, Mass.

Number of employees 41

Events **Macworld**: Launched in 1984 and held twice each year (San Francisco and Boston). **LinuxWorld**: Launched in 1999 and held twice each year (Boston and San Francisco). The next event will be Aug 3-5. LinuxWorld has become the world's most successful Open Souce trade events. Within IDG, we currently produce 12 events a year in 11 countries. **Bio-ITWorld**: Launched in 2002 and held annually each spring in Boston, this is the only trade event in the country that focuses so intently on the application of information technology to the Life Sciences. **Portable Power**: Launched in 2003 and held annually in San Francisco, this is the nation's only conference focusing on power sources for handheld electronic devices. **Wireless Sensing Solutions**: To be held for the first time in September 2004. This conference is the only one of its kind to focus on this newly developing technology of wireless sensors (sometimes called Mesh Networks). **Context**: To be held for the first time in San Francisco in January 2005. (See story, page 1.)

Q If you look at World Expo's product portfolio of a few years ago, it seems that there has been movement away from large conference/ expos to more targeted, niche type events. Is that a correct perception and can you explain?

A You're absolutely correct. The trend in the global IT event market has moved away from large horizontal "mega" events (i.e. Comdex) to events that deliver a more focused audience to exhibiting companies. For example, at a general IT event, a company marketing storage solutions would be challenged to determine which visitors had an interest in their products or services. At a dedicated storage event, the chances of finding prospects is dramatically improved thereby improving the exhibitor's potential return-on-investment to their event investment.

Q It's been about a year since World Expo began auditing attendance figures at its events. Has this had an impact on your business?

A Absolutely. We have been able to demonstrate our credibility to the satisfaction of an exhibitor universe of companies that are increasingly skeptical of audience claims from event companies that don't now offer the confidence an audit provides. Since we announced our decision to audit all of our events, nearly all of the U.S. IT event organizers against whom we compete have announced the identical policy. A coincidence?

Q Has World Expo begun exploring any potential for online revenue opportunities?

A The honest answer is that until very recently this has been a lower priority as we have been focusing on improving the performance of our existing portfolio of face-to-face events. However, we are working on some new and exciting ideas which I hope we'll be able to announce early in FY05.

Q How do you go about identifying new event products, for instance, the recently announced Context show?

A Great question. You have just identified one of the most difficult challenges for all event organizers. Unfortuantely, there isn't one simple way to answer the question. We are always "on the lookout" for new sectors, developing new technologies, new applications, etc. We actively solicit our clients, speakers and event visitors on what is new and important to them so that we can stay ahead of the curve. Our conference advisory boards are very helpful in this manner. And we are constantly letting folks know that we're as happy to participate in joint ventures with folks who have great ideas but who don't necessarily know much about producing events. Two of our most recent launches, Wireless Sensing Solutions and RoboNexus, are the result of collaborations between World Expo and others. And we make thinking about new event concepts part of everyone's resposibility within our organization.

Q What is World Expo doing internationally?

A The short answer is that we're doing well. But to be clear, the part of World Expo that we're responsible for from Framingham doesn't include World Expo's operations in China or Japan. IDG World Expo China remains a dedicated business unit in China reporting to IDG China Co. President & CEO **Hugo Shong**. IDG World Expo in Japan also reports directly to President & CEO **Setsuro Tamai**. Here in Framingham, we are also responsible for our activities in Europe and in parts of Southeast Asia. **Ian Monteiro** is our regional manager based in Singapore, and he is responsible for helping to define our growth plans for this region for FY05 and beyond.

In Europe, we have taken a partnering approach in order to expedite the number of country markets we can enter quickly. To that end, I'm happy to report that since the beginning of this fiscal year we have launched LinuxWorld events in the U.K. as a license agreement with a U.K. company (XPO Events), the Netherlands (a license agreement with VNU) and Italy (an agency agreement with a company called Wireless). And we're in discussions for several other country markets that we hope to be able to announce soon. As new event products are launched successfully in the U.S., we'll move quickly to introduce them overseas.

Q What are World Expo's strengths vis-a-vis competitors in the IT events field, and in what areas do you hope to gain ground?

A Our major strengths include the passion and commitment of our very expereinced staff. We also benefit from IDG's culture of "let's try it" which gives us the encouragement to experiment with new topics and new event formats. The area in which we are making great progress includes the much closer working relationship we now have with other IDG business units, particularly with IDC and IDG Ventures. Sharing research and ideas for developing market segments provides an important competitive advantage for all of our various business

continued on page 5

ASBPE

continued from page 1

IDG WORLD UPDATE

Representatives of the PC World team. (Front row, l-r): Senior Editor, Features **Aoife McEvoy**; Senior Associate Editor, Features **Grace Aquino**; Associate Editor, Reviews **Melissa Perenson**. Back row: Senior Technical Editor **Rex Farrance**; Senior Associate Editor, News **Tom Mainelli**; Executive Editor, Reviews **Tracey Capen**; Creative Director **Robert Kanes**; and VP/Editor-in-chief **Harry McCracken**.

It's very gratifying to have our peers among business and technology editors recognize and reward this effort."

"We are honored and very proud *CSO* is 2004's Magazine of the Year. It is especially pleasing to be chosen for this honor by our editorial peers," said **Lew McCreary**, editorial director of CXO Media and *CSO* editor-in-chief. "It is rewarding to see *CSO* assume such a leadership role in fewer than two years. This award is a credit to the entire *CSO* team whose dedication and commitment to producing the highest quality editorial for chief security officers is helping shape the national discourse on corporate security."

RACHEL BARNETT

Representatives of the CXO Media team (front row , l-r): Associate Art Director **Chandra Tallman**, Executive Editor **Alison Bass**, Senior Editor **Todd Datz**. Middle row: Art Director **Steve Traynor**, CSO Executive Editor **Derek Slater**;. Top row: CSO Publisher **Bob Bragdon** and Editorial Research Manager **Carol Zarrow**.

Computerworld also collected 23 national and regional ASPBE awards while CXO Media's combined regional/national total was 37 awards. CXO's *CIO* was also a runner-up in the greater-than-80,000 circulation Magazine of the Year category.

About to begin its third year, *Bio-IT World* has nine new ASBPE awards — four nationals and five regionals — to place in its trophy case. *PC World* gathered 15 regional and nine national awards and was also named one of the Top 10 Magazines of the Year in the 80,000-plus circulation category.

ASBPE, founded in 1964 and based in Naperville, Ill., is the professional association for full-time and freelance editors and writers employed in the business, trade and specialty press. This was its 26th annual awards event.

For a list of the regional and national ASBPE awards won by IDG, see this article on IDG Central. For more information go to www.asbpe.org. WU

Software piracy

continued from page 1

business applications and relied on data supplied by BSA members.

This year's study did not include the economic impact component, which IDC intends to assess bi-annually. Rather, it was a comprehensive review of all software piracy, including major market segments such as operating systems, consumer software and local market software. For its analysis, IDC drew upon its worldwide data for software and hardware shipments and used its in-country analysts to evaluate local market conditions. More than 70 analysts worked on the project, which began last November under the direction of IDC's Global Research Organization led by Chief Research Officer **John Gantz**, Director of Global Projects **Alex Manfrediz** and Director of Business Development and Consulting **Amie White**.

IDC assessed the results of more than 5,600 interviews with businesses and consumers in 15 countries who were contacted through random digit-dial.

"By extrapolating the data and matching it up with existing internal resources like the PC, Hardware and Software Trackers, we were able to develop software piracy rates for 86 countries," White said.

By region, the PC software piracy rates are: Eastern Europe (70%), Latin America (63%), Middle East/Africa (55%), Asia/Pacific (53%), Western Europe (36%), U.S./Canada (23%). IDC's trends data shows that overall, software piracy is going up, though the rates vary by country.

Like last year, IDC and BSA have collaborated on generating publicity for the study. BSA also retained a half-dozen IDC analysts in key global markets to serve as spokespeople. The first day alone, the study garnered well over 100 media mentions worldwide. It was included in the U.S. State Department's daily Press Releases and Documents missive, which gave it wide exposure to the diplomatic community.

"No other research firm could have pulled off a project of this size and scope," White said. "Not only did we get great exposure, but the project showed the cohesiveness of IDC and how we can all work together."

The BSA survey has resulted in incremental business for IDC. Microsoft has requested a piracy segmentation analysis specifically for Microsoft products that will be completed within the next month.

Contact Amie White at awhite@idc.com. A copy of the 2004 Piracy Study White Paper can be found with this article on www.idgcentral.com. WU

IDG

July 12, 2004

Promotions Manager (BIO)

Bio-IT World is seeking a dynamic and creative individual to fill in for our Marketing Director during her maternity leave. This temporary three-month assignment begins in early July and ends in late October. This individual will be primarily responsible for copywriting and design of marketing collateral including presentations, media kit, brochure, direct mail, email campaigns, advertising and online advertising. Qualified candidates must have 6+ years experience of marketing communications and the ability to take projects from concept through hand-on designing of the material. Effective communication skills and the ability to write copy and edit is essential as well as a proficiency in Quark, Microsoft Office applications and a working familiarity of Photoshop, Illustrator and HTML/web tools. ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Senior Designer (CXO)

Are you a seasoned Senior Designer with a passion for great magazine design? CXO Media has an opportunity for you to join our CIO magazine's award-winning, collaborative editorial design team. We produce strategy magazines for executives: CIO, for information executives, CSO, for security executives, and coming soon - CMO for marketing executives. If you have 5+ years of magazine or publication layout experience, a strong editorial design portfolio, and are absolutely nuts about type, we'd love to hear from you. We'll be looking for experience directing photography and illustration, creating stunning layouts and covers as well as a good brain for creating info graphics. Excellent collaboration and conceptual skills, a design degree and a sense of humor required. We use Quark, Photoshop and Illustrator in a Mac environment. Join us in our collaborative culture where the emphasis is on continuous learning and going beyond the ordinary. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Manager/CIO Executive Council (CXO)

CXO Media is seeking a seasoned Sales Manager for the CIO Executive Council, a subscription-based membership organization for CIOs. Ideal candidate will possess 7-10 years of sales management experience and experience selling directly to C-level IT executives. Reporting to the Council Director, this position will be responsible for managing a large sales team and creating an atmosphere of incentives, accountability and success. Knowledge of current IT concepts required as well as a proven track record in selling research and advisory services to the executive IT level. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Producer/Information Designer (CXO)

CXO Media is looking for a seasoned Online Producer/Information Designer to join its award winning team in Framingham, MA. The right candidate will join a team of talented technical, design and content professionals and will focus on all aspects of the end-user experience, including information architecture, improving the site experience, content design and creation, usability testing and more. Must be a team player, and be comfortable working on multiple projects. Required skills: results-orientated web professional with at least 5 years experience in a web production, development or design role; excellent writing and communication skills; solid information architecture experience; strong understanding of Internet technologies and the operations of a publication website; proficiency in HTML mark-up, CSS, web graphics production and web publishing technologies; ability to work both independently and in a team and be extremely customer service-oriented. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Account Executive (IDC)

IDC's Industry Sales Group is seeking an Account Executive who will focus on selling IDC's research products to industry vendor clients primarily on the west coast. This position will report to the Sales Director, Major Industry Accounts. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This person will also be involved in identifying new products to develop and sell. For more details, please go to idc.com.
Location: Framingham, MA **- Contact: Email: idc_jobs@idc.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Account Executive (IDC)

IDC's Industry Sales Group is seeking an Account Executive who will focus on consulting business development for target amount of west coast Industry Major Accounts. This position will report to the Consulting Sales Director, Major Industry Accounts. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC consulting capabilities, including custom market research and go-to-market services, as well as building strong relationships with multiple individuals (account managers, consulting project directors, research analysts) across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This person will also be involved in identifying new consulting opportunities to develop and sell. For more details, please go to idc.com. ***Location: Mountain View, CA***
Contact: Email: idc_jobs@idc.com

Research Manager, Life Sciences (Life Science Insights)

Life Science Insights, an IDC company, is actively building the premier market & technology research, forecasting, intelligence and consultancy practice in the life science space. We are currently seeking Research Manager to help develop and drive IDC's life sciences practice to include developing and conducting business and technology market research, trending and forecasting analysis, and strategic consulting assignments focused on companies in the life sciences and their end markets. The Research Manager will be a member of the Life Science Insights research team. This involves providing primary and secondary research with regards to how IT and other technologies (genomics, proteomics, medicinal chemistry, bioinformatics, etc.) drive the research and business practices of life science companies including pharmaceutical companies, life science vendors, IT companies working in the life science space, academic and government labs, contract research organizations (CROs), biotech and biopharmaceutical companies, and agricultural companies. This individual will assist in developing and maintaining a research agenda in support of our clients business and R&D efforts, develop qualitative and quantitative research reports on technology and IT drivers within the industry, assess leading indicators and best practices within pharmaceutical and other life science efforts. This person will be expected to develop and manage long-term relationships with assigned clients. For more details, please go to idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Director, Business Development (IDG)

The IDG Corporate Sales Team is responsible for building and maintaining relationships with IDG's top domestic customers and their agencies that result in enhanced customer loyalty and satisfaction. The Director, Business Development will establish a consultative relationship with each assigned key account and will provide value to clients by staying current with competitive, market, and industry information, developing general positioning and pricing strategies, and creating and presenting advertising products optimized for the marketplace. The successful candidate will have strong presentation and highly effective negotiation skills along with a proven ability to creatively represent and sell IDG's domestic portfolio to drive enhanced IDG revenue and profits. Experience interacting with executive decision-makers and the ability to work creatively and to devise innovative solutions to complex sales problems is key. The ideal candidate will have at least 4 – 6 years experience in the IT publishing, research or media sector with emphasis on vendor contact and industry understanding. Qualified candidates must also be detail oriented, self-starting with a strong customer service approach, and possess exceptional communication, analytical and organizational skills. A college degree is preferred. ***Location: New York, NY***
Contact: J. Lynch, Fax: 508-935-4600, Email: jljobs@idg.com

Public Relations Intern (IDG)

IDG has an exciting opportunity this summer for a public relations intern in the company's Boston, MA office. The summer intern is primarily responsible for projects central to the department's PR program. The intern is responsible for developing and maintaining an editorial database (Microsoft Excel), media coverage binders and related duties, as assigned. This internship will provide valuable experience in activities at the heart of corporate and agency public relations programs. Applicants must have demonstrated experience with Microsoft Excel (workbooks and databases) and Microsoft Word. Experience with the web and Lotus Notes is a plus. Professional demeanor and ability to work in a corporate environment is also required. Interest in the communications field, especially public relations, is desired. The position requires a commitment of 24 hours per week for a period of 7-10 weeks. This is a paid internship. ***Location: Boston, MA***
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Online Production Editor (IFW)

The Online Production Editor's primary duty will be managing the Online Product Guide pages, which involves extensive work in our content management system creating pages, managing multiple data fields, staying on top of the competition, and working with third parties. In addition, s/he will manage our taxonomy, which affects all aspects of our site, including our TechIndex and newsletters, and will work with editorial to make sure newsletter queries are up-to-date. Skills required include the following: writing, editing, copy editing, editor-level knowledge of enterprise technology, familiarity with content management systems, and the ability to multitask and work well under deadlines. ***Location: San Francisco, CA***

Contact: Job Opportunities, Email: jobopps@idg.com

Account Executive (LST)

IDG List Services is seeking an inside sales professional with a senior level of customer service to work in their fast paced list rental department. The Account Executive will act as the liaison between all clients and list rental customers. Candidates must be detail-oriented with strong writing, computer and organizational skills with an excellent phone manner. A college education preferred, 3+ years sales experience in high tech preferred. Knowledge of list rentals or direct marketing is a plus. ***Location: Framingham, MA***

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Director of Audience Development (NWI)

Network World, Inc., the leading network IT media company has an exciting opportunity for an entrepreneurial business person to manage audience development and reader revenue activities for our award winning website http://www.nwfusion.com. Responsibilities will include building and executing a business plan for selling products and services to our audience and developing strategies for growing unique visitors and page views for our website. The successful candidate will also work collaboratively with our editorial team to build community and increase audience affinity with our website. This opportunity requires a B.S. degree and a minimum of 5 years of online experience in search engine optimization, web site analytics and direct response marketing.

Location: Southborough, MA

Contact: E. Price - Fax: 508-490-6454 Email: hotjobs@nww.com

Events Community Editor (NWI)

The events and community editor serves as the voice of Network World readers at major Network World events. The editor is responsible for helping shape event content and positioning and leads roundtable discussions and Q&A. In addition, the events editor provides pre-and post-show events coverage and is responsible for leading online discussions of event-related topics and other issues. Coverage will include contributing stories on issues and technologies discussed at Network World events. The events editor is also responsible for conducting research on events topics and reader concerns. Candidates should have strong knowledge of the network industry and network technologies, excellent presentation and facilitator skills and the ability to travel frequently. They should also have 4-6 years experience in business communications including published materials. BA/BS in English, Computer Science or Journalism preferred. ***Location: Southborough, MA***

Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Sales Assistant (NWI)

Network World is seeking an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of the regional sales managers in our Devon, PA and Atlanta, GA offices. You will utilize your superior customer service skills in developing ongoing relationships with our clients - fulfilling requests and at times scheduling meetings. You will also be responsible for putting together proposals, database management and compiling research information for the sales managers as well as various projects. This position will call upon your extraordinary organizational skills in addition to your impeccable attention to detail. Excellent communication and customer service skills a must. 3-4 years of previous experience in a sales environment, and familiarity with Microsoft Office, Lexis-Nexis and SalesLogix software preferred. ***Location: Devon, PA***

Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Sales Operations Coordinator (NWI)

Network World is seeking a highly motivated, detailed-oriented individual to join our Oakland, CA sales office. This is an excellent opportunity for an individual with superior administrative skills who enjoys a fast paced environment with a variety of assignments. In this position you will work closely with and support the sales, operations and budgeting efforts of the Associate Publisher. You will utilize your superior customer service skills to develop ongoing relationships with our clients. The selected candidate will also be responsible for planning and coordinating sales meetings and events, database management, travel arrangements, report generation and management, customer requests and interfacing with sales team. Candidates must possess 3 - 4 years of proven work experience, preferably in a sales environment, Must be detail oriented, excellent organizational, communication and customer service skills. Must be proficient in Microsoft Office, including Word, Excel, and PowerPoint. Database skills, familiarity with Lexis-Nexis and SalesLogix software as well as prior experience working in a sales environment a definite plus! A positive, can-do attitude is a must. ***Location: Oakland, CA***
Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Software Architect (PCW)

The Software Architect is responsible for leading a team of applications developers in the design and development of transaction-based web applications. Responsibilities include application design, technical specification documentation, system analysis, configuration and prototyping of new systems, and staff management and development. Candidates should have a degree in Computer Science (or equivalent) and significant experience in applications development, including Oracle relational database, web application servers and 00 design patterns. They must also have experience designing and developing E-commerce and B-to-C solutions and familiarity with project management concepts and tools. ***Location: San Francisco, CA***
Contact: Mary Zones, Phone: 415-978-3267, Email: mary_zones@pcworld.com

Audience Development Specialist (WEC)

IDG World Expo has an exciting opportunity for a marketing professional to join the team and work on several of our events. Reporting to the Audience Development Manager, you will be responsible for the implementation of marketing strategies including collateral production and relationship management with the main goal of meeting and exceeding the number of conference attendees and expo visitors as indicated in the event business plan. Specific responsibilities will include assisting in the production of direct mail materials and event guides, managing outside vendors, coordinating website content, managing the creation of sales materials and writing promotional copy. We are looking for a detail-oriented, communications professional with 2-3 years of experience in marketing communications, product marketing or direct marketing. Experience in the trade show industry is a plus.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Public Relations Manager (WEC)

IDG World Expo has an exciting opportunity for a high-energy, public relations professional to join the team. Similar to the role of an internal PR agency, the Public Relations Manager will be responsible for the implementation and management of promotional efforts across all event brands as well as corporate media relations. This individual will work alongside internal Audience Development Managers to generate accurate and timely promotional campaigns, develop cross-promotional strategies, manage external messaging and work with outside agencies when necessary. He/she will develop and maintain PR databases, manage the RFP process, author press releases, monitor business services, organize and manage on-site press rooms, and provide tracking, analysis and reporting of all PR efforts. He/she will also be responsible for developing and executing a comprehensive program of PR opportunities to benefit event exhibitors and sponsors. Ideal candidates will possess excellent verbal and written communication skills, the ability to juggle multiple projects and priorities, and the ability to operate autonomously. A bachelor's degree, five years of agency or corporate experience in a Hi-Tech environment and the willingness and ability to travel is required. Familiarity with the conference and event business is preferred. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Context

continued from page 1

is that finally consumers may only get the catalogs, magazines, e-mails and other promotions that are truly of interest to them, and, more importantly, relevant to them.

Gable gave the following example: If a clothing catalog company knows that in the last five years a consumer on their mailing list has never purchased children's clothing, why should the company continue to send them that section of their catalog? And if the company knows a buyer favors red over blue, why not feature pictures of red clothing in the catalog instead of blue? In more critical areas, such as drug interactions or medical treatments, he said, 'smart content' can be connected to patient history and assure more accurate, appropriate information.

Gable said he wants "a big emphasis" on case studies and success stories — "people who are doing very progressive things while marketing their brands."

Another issue Context will address is the roadblocks information consumers are building, such as government laws restricting spam e-mails and telemarketing. "Marketers and publishers are going to have to add value to the messages they send out or they won't get through," Gable said. "That's why this event is called Context. There is way too much information out there — it has to be put in context to be useful. Context can be about association, useful design or specific delivery methods."

The goal of Context, Gable said, is to bring together the creative, marketing and IT professionals, but because those groups' needs are all different there will be three distinct conference tracks. "The key to success," he said, "is getting IT excited about high-format pages — the kind created in programs like QuarkXpress or Adobe InDesign, not just those coming out of Microsoft Word."

Context's initial iteration will have the following three conference tracks:

- **The Creative Professional** will look at the creative challenges that new technologies present to graphic design and advertising professionals and how they can protect brand images.
- **Automated Publishing** will teach production managers, IT professionals and service providers how to implement complex automated content systems and maintain content integrity and effective workflow.
- **Intelligent Marketing** will spotlight implementation strategies of companies using customer knowledge to get better results and increase customer loyalty.

Gable said he hopes to implement some of the more innovative marketing techniques such as individualized, on-demand publishing to draw people to the event. While speakers will include technical experts, Gable said he wants "a big emphasis" on case studies and success stories — "people who are doing very progressive things while marketing their brands."

Gable called Context "a sponsor-driven event," and said World Expo would be going after "all the appropriate players," such Adobe, Xerox, Hewlett-Packard, Documentum, XYVision and XMPi. He said there will be a demonstration area that may eventually grow into a trade show.

Held in conjunction with Macworld Expo, Context is expected to draw approximately 600 attendees. Gable said he would like to have multiple regional events in the U.S. and expand the brand internationally. "The relevance of Context extends anywhere that data and publishing co-exist," he said.

For more information, contact Gene Gable at gene_gable@idg.com.

Pre-launch checklist

IDG World Expo Group VP **Gene Gable** suggested event organizers consider the following five questions before launching a new event:

1. Are there significant roadblocks in the marketplace that need solving?

2. Who are the potential attendees, and what sort of time commitment can they make to education?

3. Are there buyers and sellers who need to communicate in more complex ways than a Web site or magazine can offer?

4. Is there solid research and customer conversations to back up your assumptions about the market potential of the event?

5. Are you knowledgeable enough about the subject to trust your gut instincts and intelligently adapt to changes as they happen?

One on One

continued from page 3

units.

***Q* What do you do to relax?**

A As most of my staff now knows, I'm a major horse fanatic. My horse is stabled close to my house, and when I'm in the Boston area I ride nearly every day after work. During the summer we compete in New England area horse shows two to three times each month. And when time permits, golf and tennis are on my list of things I love to do.

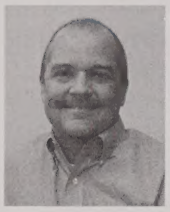
***Q* What keeps you up at night?**

A Wondering what our competition is doing, wondering what the next new event concept should be, and wondering what I forgot to do (and should have done) the day before.

What's on your mind?

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

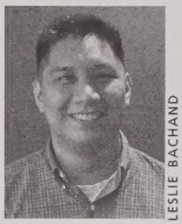
noteworthy people


RACHEL BARNETT

O'Regan

LESLIE BACHAND

Cox


LESLIE BACHAND

Llamas

New employees

CXO Media has hired **Rob O'Regan** as editor-in-chief of *CMO* magazine. Before ending a recent stint as a senior editor with the global consulting firm McKinsey and Co., he spent 14 years with Ziff Davis' *eWeek*. He holds a B.A. in English and journalism from the University of New Hampshire. Away from the office he enjoys golf and yard work. This spring he "coached a pee-wee baseball team of 14 six-year-olds without having a nervous breakdown." *roregan@cxo.com*

Mirette Kouchouk joins IDC's Printers and Peripherals group as an associate analyst. A graduate of Tufts University in Medford, Mass., Mirette earned a B.S. in quantitative economics and a B.A. in French. Outside the office she enjoys all kinds of competitive dance — from ballet to break dancing. *mkouchouk@idc.com*

Kelly Quinn is a new senior analyst in IDC's Hardware/Services group, focusing on the server market. Previously marketing communications manager and webmaster at PHT Corp, in Charlestown, Mass., Kelly has a B.A. from Wesleyan University in Middletown, Conn., and a DipLaw (Hons.) from Nottingham Law School, in Nottingham, England. Outside the office, Kelly enjoys painting, music, street hockey and reading. *kquinn@idc.com*

Erika Cox has signed on as a junior staff accountant at IDC. She graduated from Boston's Northeastern University last year with a B.S. in business administration, concentrating on accounting and management information systems. A country music fan, Erika enjoys playing with her dog, Bella, and spending time at the beach in Wells, Maine. *ecox@idc.com*

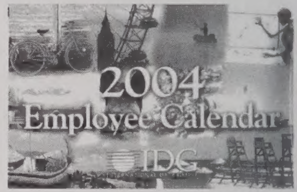
Previously a student affairs administrator at Penn State University, **Ramon Llamas** is now a mobile devices tracker analyst with IDC Framingham. He holds a B.S. in human resources and an M.A. in higher education administration from Boston College, where he is currently finishing his M.B.A. studies. In his free time he plays guitar and sings, goes to the gym, and keeps up with the Boston College Eagles and the New England Patriots football teams. *rllamas@idc.com*

IDC EMEA welcomes Vice President/Consulting **Massimo Moggi** to its U.K. office. Massimo will be responsible for developing consulting opportunities on a regional level across IDC business units. He has been a frequent speaker at leading IT industry events, particularly in the area of analyzing and forecasting global trends. Most recently, Massimo was executive vice president of Etnoteam, one of Italy's leading IT solution providers, and also served as general manager and founder of Etnoteam.com and CEO of E-Tree. Before Etnoteam, Massimo spent 15 years at Gartner Vendor Consulting, where he led teams in southern Europe, the western U.S. and Latin America. He was also group vice president and founder of E-Quest, now known as Gartner G2. Massimo is a graduate and a researcher at the Politecnico of Milan and a research fellow at the Science Policy Research Unit at the University of Sussex. Once a golfer, Massimo now spends his free time with daughter Martina and also enjoys cooking. *mmogi@idc.com*

Helen Zhai has joined CXO Media in Framingham, Mass., as an associate graphic designer. A graduate of Massachusetts College of Art with a B.F.A. in graphic design, Helen enjoys painting, printmaking, photography and music. *hzhai@cxo.com*

All IDG business units are welcome to send information for the Noteworthy section to world_update@idg.com.

$500 set aside for top three winners of the IDG Calendar Contest



Photos are already rolling in for IDG's 21st Employee Photo Calendar contest. First, second and third prize winners will receive $250, $150 and $100, respectively, but all 12 winners get their fair share of bragging rights!

Here are the rules:

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file (pixel dimensions of at least 1500 pixels wide). The higher the compression, the better. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Friday, Sept. 17.

Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S. Electronic images may be sent to world_update@idg.com.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Questions may be sent to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Therese Bergstrom *IDC*

20

Susan Searle *IDG Australia*

19

Craig Stedman *Computerworld*
Jim Falanga *IDG*

18

Ken Hoyt *IDC*
Ralph Finos *IDC*
Kimberly Schuberthan *IDC*
Karin Quack *IDG Germany*
Corinne Schmidt *IDG Switzerland*

17

Faith Marcello *CXO Media*

16

Abbie Lundberg *CXO Media*
Judy Callahan *IDG*

14

Scott McLarnon *IDC*
Carin Ståhl *IDG Sweden*
Richard Willoughby *IDG*

13

Bridget Cammarata *CXO Media*

12

Lafe Low *CXO Media*
Randy Perry *IDC*
Debra Becker *Network World*
David Francis *IT World Canada*
Eric Lam *IDG Hong Kong*

11

Mohd Yasin *IDG Singapore*
Quan Zhou *IDG Asia*

10

Loren Loverde *IDC*
Doug Chandler *IDC*
Renate Regnet-Seebode *IDG Germany*
Ulrike von Trotha *IDG Germany*
Peter Mayer *Computerworld*
Paul Overhiser *IDG*

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Mindy Blodgett *CXO Media*
Randy Giusto *IDC*
Joan Young *IDC*
Bill Ganci *IDC*
Ryan Patrick *IT World Canada*
Karen Blythe *IDG Global Solutions/U.K.*
Hideki Kojima *IDG Japan*
Cheryl Giangregorio *IDG Corporate Sales*
Lorraine Rivell *IDG*

8

Jim Burgoyne *CXO Media*
Rebecka Simon *IDG Sweden*
Faith Wardle *PC Advisor*
John Radzniak *Computerworld*
Morris Effron *IDG Int'l Publishing Services*

7

Janet Waxman *IDC*
Rebecca Randell *Network World*
Stephen Symonds *IDC Canada*
Verena Schieder *IDG Germany*
Terina Doherty *IDC Singapore*
Bill Binan *IDG Entertainment*
Rosie Haworth *PC Advisor*
Mark Songini *Computerworld*
Natalie Vercauteren *IDG World Expo*

6

Elias Plastiras *IDG Australia*
Daintry Duffy *CXO Media*
Katrina Menzigian *IDC*
Courtney Munroe *IDC*
Dawn Chaisson *IDC*
Meredith Whalen *IDC*
Abner Germanow *IDC*
Becci Leach *PC Advisor*
Jean Gasbarro *IDG Int'l Publishing Services*

5

Earl Joseph II *IDC*
Mary Ann Daneke *IDC*
Erin Traudt *IDC*
Cindy Watson *IT World Canada*
Motohiro Miura *IDG Japan*
Barbara Duphily *IDG*
Paul Capone *IDG List Services*
Kevin Hause *IDG Global Solutions*

4

Leigh Henry *IDG Australia*
Elizabeth Miller *IDG Australia*
Thomas Raschke *IDC Nordic/Denmark*
Alison Bass *CXO Media*
Brenda Garza *CXO Media*
John Surmacz *CXO Media*
Dorothy Merullo *IDC*
Gloria Aguinaga *IDC*
Lauren Fitzgerald *IDC*
Aaron McPherson *IDC*
Amy Maldonado *IDC*
Eric Haruki *IDC*
Jessica Goepfert *IDC*
Anna Toncheva *IDC*
Greg Enright *IT World Canada*
Linus Wolter *IDG Sweden*
Jonnie Wistrand *IDG Sweden*
Johanna Lundberg *IDG Sweden*
Katharina Friedmann *IDG Germany*
Isa Müller *IDG Germany*
Ben Oerlemans *IDG Netherlands*
Alan Tang *IDC Malaysia*
Manuel Lopez *IDC China*
Eng Lim *IDG Entertainment*
John Gomez *IDG Entertainment*
Ryan Meith *IDG Entertainment*
Alfredo Distefano *IDG Italy*
Katia Trespidi *IDG Italy*
Mark Brown *PC Advisor*
Marian Prokop *Computerworld*
Dorothy Malone *IDG*
Laura Hannon *IDG*
Patricia Gill *IDG*

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Meghan Mizoras *IDC*
Timothy Treman *IDC*
Hideo Ito *IDC Japan*
Stefanie Kusseler *IDG Germany*
Sophy Zhang *IDC China*
Ronald Ye *IDC China*
Peter Oh *IDC Korea*
Stephanie Taylor *IDG Entertainment*
Sophie Pietras *IDG Italy*
Katy Burke *IDC U.K.*
Stefania Lorenz *IDC U.K.*
Lynn Mason *Computerworld*
Cheryl Dudek *Computerworld*

2

Ryan Shaw *IDG Australia*
Amy Greenleaf *CXO Media*
Bob Bragdon *CXO Media*
David Linsalata *IDC*
Seow Teck Cheong *IDG Singapore*
Joanne Ng *IDG Singapore*
Rebecca Reid *IT World Canada*
Thomas Dassel *IDG Germany*
Bert Sluyter *IDG Netherlands*
Scott Harris *IDG Entertainment*
Natalie Rickli *IDG Switzerland*
Janet Ward *IDG*

1

William Patton *IDC*
Helen Palmer *IDG Global Solutions/U.K.*
Ole Evers *IDG Germany*
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Renata Carcasci *IDG Brazil*
Ada Ng *IDC Hong Kong*
Daniel Lai *IDC Malaysia*
Jaime Parker *Macworld U.K.*
Julie Proffer *Computerworld*
Jeffrey Berman *Bio-IT World*
Jennifer LaFond *IDG World Expo*
Warwick Davies *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Receive *IDG World Update* as a PDF

IDG employees can request IDG World Update in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field. PDF versions of the newsletter are also available in the *World Update* section of IDG Central (www.idgcentral.com).

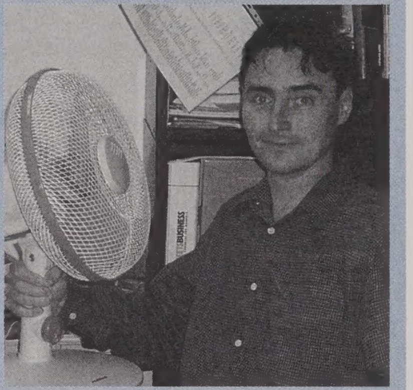
off line for fun

Quick poll: What's your favorite item on your desk?

JULIE RAMIREZ

"My 15-in. Pinhead statue from the "Hellraiser" movies with accompanying Tortured Souls pedestal. Why? Because I'm a truly morbid soul deep down inside. I love horror movies and 'Hellraiser' is one of my favorites. It also conveniently doubles as a business card dispenser!"

— Julie Ramirez, Web developer, IDG Entertainment



"It has to be my fan. It helps me to survive the hot summer days in my office when the air conditioning isn't working, which, unfortunately, is more often than not. It can get fairly uncomfortable around here when the outside temperature reaches over 90 degrees Fahrenheit...similar fans can be found on desks all over the office!"

— Karel Taschner, editor-in-chief Computerworld, Business World, IDG Czech

PETER SAYER

"I still have Muttley (a character from the Warner Bros. cartoon 'The Wacky Races') because in our jobs, you need lots of common sense and pragmatism — qualities which Muttley certainly doesn't lack!"

— Philippe Rosé, editor in chief of CIO (France)

WORLD UPDATE

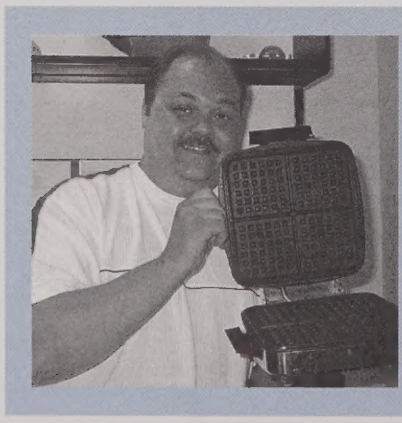
"The thing I favor most is the wall of pictures, cartoons, postcards and the like I have near my computer. Although it's not really a single "thing," there is a unity to it that I'm sure only I understand. I've got photos of my family, my closest friends, my kitties, the Mississippi River, the Caribbean, St. Louis, Twiggy the waterskiing squirrel, Dr. King, and photos taken by a friend of mine who is an artist. I also have postcards with photos of Bob Marley, Alfred Hitchcock, and places I love, as well as a newspaper drawing of the "Goatsucker," postcards of favorite paintings, baseball cards of my beloved Cardinals, cartoons about monkeys, baseball, math, pictures of monkeys, and a postcard of the view of Ellis Island to remind me what my grandparents saw and so I don't forget the courage it took for them to make new lives for themselves. Oh, and there's some work stuff tacked up there, too, but looking at the board helps me to relax when I feel stressed and to find inspiration when that is lacking."

— Nancy Weil, assistant news editor, IDG News Service

MICHELE NELSON

"Perched on my computer monitor, watching over all I do, is my Hawaiian Honeymoon Monkey. I'm not exactly sure where I acquired the original monkey — he's one of those things that gaming companies send out to promote their games. Which game? I've no idea. Anyway, he was just a monkey until last June, when my husband and I ran away to Kauai and got married. We didn't tell anyone we were getting married, not even my mother. We're both in our forties and had been together for 17 years, so we figured we'd do it our way. Then we sent postcards to our friends and co-workers. (Mom got a phone call.) When I got back to the office, to say that my co-workers were lying in wait would be an understatement. They had decorated my workspace in a Hawaiian and wedding motif — and had transformed a rather ordinary stuffed monkey into one of my favorite possessions."

— Michele Nelson, production manager, IDG Entertainment


WORLD UPDATE

"You never know when you're going to want a waffle," said Jeff Oterson, IDG Central Services telecommunications manager at 501 Second Street in San Francisco. Oterson brings in waffle ingredients for Central Services' semi-annual employee-appreciation breakfast meetings, for which he and the other Central Services managers turn out waffles, sausages and hash browns. "I'm too lazy to bring the waffle iron each time, so I just keep it at my desk," he said.

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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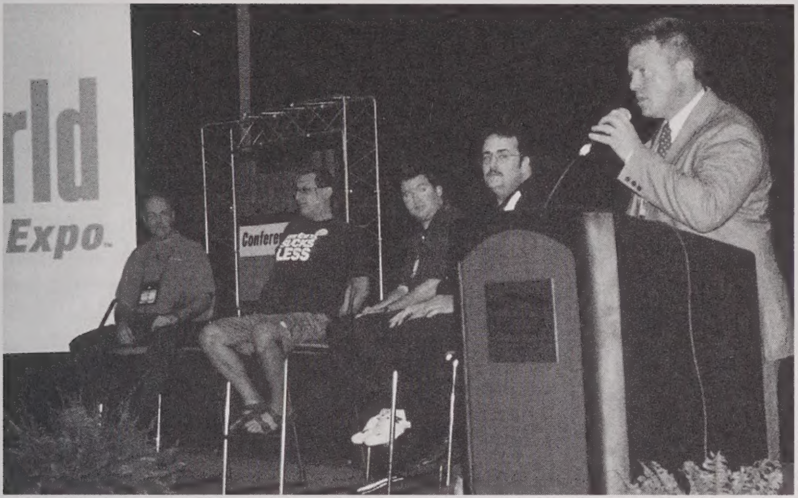
Macworld Expo returns to its Boston roots

Macworld Conference & Expo, IDG World Expo's bi-annual convocation of the Apple faithful, navigated a historic return to its East Coast roots in Boston earlier this month, becoming the first major event to take place at the new state-of-the-art Boston Convention and Exhibition Center.


IDG World Expo Group Vice President **Warwick Davies** spoke to the audience gathered for the Town Hall Meeting, which featured a discussion among four noted Mac experts including Macworld magazine's **Jason Snell** (third from left).

IDG WORLD UPDATE

The four-day event featured 78 exhibitors, four conference programs, a host of new features and an enthusiastic crowd of close to 10,000 attendees that World Expo staff said was in line with their expectations. Final audited attendance numbers will be available within eight weeks.

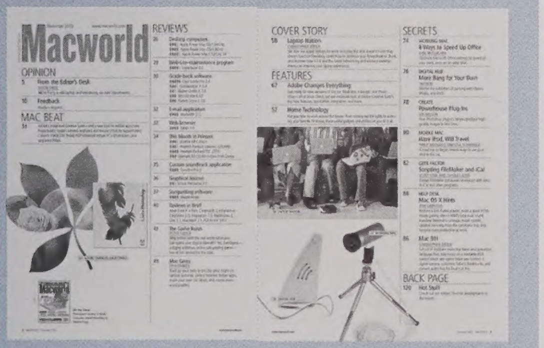
The event featured a number of new features that proved extremely popular with attendees, according to **Warwick Davies**, group vice president, for IDG World Expo. Among them:

- **Geeks & Gadgets Presentations**. These sessions, delivered by engineers, artists and other visionaries who have found unique ways to use the Mac, included topics such as Your Mac is a Telephone (and other communications secrets); a

continued on page 5

InfoWorld, Network World, Macworld push ASBPE awards total over 100

The following is a supplement to World Update's July 12 ASBPE article, which inadvertently omitted three business units' awards.



Macworld won a bronze national ASBPE award for Graphic Excellence for the Table of Contents for the November2003 issue. Credits went to Editor-in-chief ***Jason Snell*** *and Art Director* ***Jennifer Steele****.*

InfoWorld, *Network World* and *Macworld* won a total of 18 ASBPE awards this year, bringing IDG's grand total of national and regional ASBPE awards to 116.

InfoWorld collected four national and five regional awards in the Over-80,000 circulation category. "This recognition from ASBPE is particularly welcome this year on the heels of our April 2003 redesign, which signaled a radical shift in our editorial approach," said *InfoWorld* Editor-in-chief **Steve Fox**. "Any time you make a major change in an established publication, you run a risk that it won't be well received. Winning four national ASBPE awards further validates our efforts."

"We're honored to receive the awards," said Network World CEO and Publisher **Evilee Thibeault**, of NW's four awards in the Over-80,000 category. "It underscores our commitment to delivering quality content to our network IT audience."

Macworld Editor-in-chief **Jason Snell** said it was great to be honored again by the ASBPE for design and news coverage. "We take pride in creating a magazine that professional Mac users will want to read cover to cover every month. Most of the credit for these awards goes to our excellent art department [Art Director[**Jennifer Steele** and [Senior Graphic Designer] **Amy Helin**, for their great work this past year."

"IDG's performance this year is without a doubt a

continued on page 5

in brief newsworthy

China Computerworld breaks 10-year revenue record with 1,000th issue

China Computerworld Publisher ***Liu Jiuru*** *(front row, sixth from left) and Editor-in-chief* ***Wang Chao*** *(seventh from left) and a group of staff members display the 1,000th issue.*

On July 12, the 1,000th issue of *China Computerworld* rolled off the presses and into the history books. The weekly, which normally boasts a very healthy 220 pages, contained 260 pages —155 of which were ad pages — and pulled in the highest revenue for a single issue in the last 10 years.

The issue contained a special editorial section that provided a look at the development of China's IT industry. Reporters interviewed some 50 people including scientists, entrepreneurs, the founders of China's leading IT companies and various government officials. *China Computerworld* also hosted a party for 1,300 guests to celebrate the milestone.

Launched in 1980, *China Computerworld* began life as a twice monthly publication; in 1986 the frequency was bumped to weekly. Although it faces competition from both local IT media as well as the general media, *China Computerworld* ranks No. 1 in both advertising revenue and circulation.

For more information, contact ***Henry Lee*** *at li_jianping@ccw.com.cn.* WU

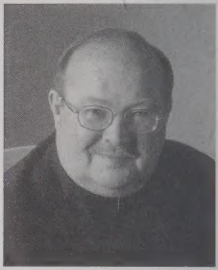
Network World Japan unveils redesign, stands tall at N+I Japan

IDG Japan Newsstand Sales Assistant **Naoki Morimoto** (right) literally took it upon himself to promote *Network World Japan* during Networld +Interop in Tokyo earlier this month.

The publication, which recently introduced a cover redesign, has a monthly circulation of 30,000. It is No. 3 in a crowded field that is led by *Nikkei Network* and *Nikkei Communication.* WU

MARTYN WILLIAMS

CXO's Manninen finalist in Ernst & Young Entrepreneur awards program



Manninen

CXO Media President & CEO **Walter Manninen** was one of 49 entrepreneurs from 46 New England-based companies chosen as finalists in Ernst & Young's annual New England Entrepreneur of the Year Program. Each of the finalists was featured in a special supplement included with the June 25 issue of the *Boston Business Journal.*

Finalists were selected on the basis of their demonstrated "vision, focus, tenacity and strength." Winners were chosen for each of four industry categories: Consumer/Industrial Products & Services, Technology, Health Sciences and Business & Financial Services.

"It is a truly an honor to be named a finalist amongst so many deserving entrepreneurs," Manninen said. "There's an immeasurable value in pushing the envelope and taking risks when charting the future of your business landscape. It is inspiring to work at a company that fosters this and with a team that understands, supports and encourages this."

To read the full text of Manninen's nomination, see this article on IDG Central (www.idgcentral.com). WU

Coming up

LinuxWorld Conference & Expo
Aug. 2-5
San Francisco
www.linuxworldexpo.com

Computerworld IT Executive Summit
Network Consolidation
Aug. 5
San Francisco
www.itexecutivesummit.com/nc.html

IDC Brasil Storage and Infrastructure Vision
Aug. 18
Sao Paolo, Brazil
www.idcbrasil.com.br

LinuxWorld China
Aug. 24-26
Beijing
www.linuxworldchina.com

Computerworld IT Executive Summit
Network Consolidation
Aug. 25
Chicago
www.itexecutivesummit.com/nc.html

Storage Networking World/Europe
Sept. 7-8
Frankfurt, Germany
www.snweurope.com/

Portable Power Conference & Expo
An IDG World Expo Event
Sept. 12-14
San Francisco
www.portablepowerconference.com

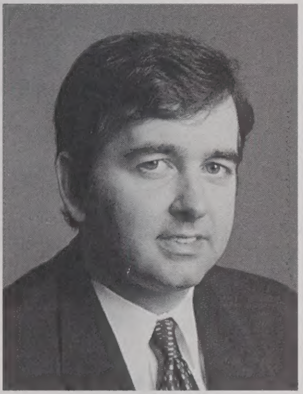
IDC IT & Telecom Outsourcing Forum
Sept. 14
Sao Paolo, Brazil
www.idcbrasil.com.br

Computerworld IT Executive Summit
Grid Computing
Sept. 15 (Philadelphia)
Sept. 21(Boston)
www.itexecutivesummit.com/grid.html

For more listings, go to the Events section of IDG Central (www.idgcentral.com).

one on one the interview

Chad Dickerson
InfoWorld's CTO is this week's guest columnist. Reach him at chad_dickerson@infoworld.com



On how a CTO came to write a weekly column

When I first interviewed for the job in 2001, Mike Vizard (former editor-in-chief) noticed that I had an English degree and asked if I would be interested in writing a weekly column targeted at CTOs. I've always enjoyed writing, though most of my previous writing had centered on Shakespeare plays or James Joyce novels. I ultimately accepted Mike's challenge, and after over 100 columns and many late nights, writing might be my favorite part of the job. There really is no better way to understand a publishing operation than to be in the trenches producing content.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy,*** *will be passed along anonymously. Write to world_update@idg.com.*

Q We hear a lot about CIOs these days, and more and more about CSOs, but not as much about CTOs. What do you think is the unique role of the CTO in today's organizational technology environment?

A I would describe CTOs as high-level technology executives who still enjoy getting their hands dirty. I talk regularly with CTOs at major companies like GM, Textron and Hearst, and while they are high-ranking strategists, they can understand the details clearly. The CTO title might change in the coming years, but organizations will always need technology leaders who know how to roll up their sleeves and quickly get to the heart of difficult technology challenges.

Q What is your opinion about the future of blogs as a business tool/editorial offering? Are they a passing fad or do you think they're here to stay?

A Weblogs are definitely here to stay because they provide an unmatched level of immediacy to the Web. An entire ecosystem of new companies has popped up to leverage the immediacy built in to weblogs. Companies like Technorati and Feedster provide services that give near-instantaneous feedback from the "blogosphere" on your content — who is linking to you, how much, and what they are saying about you. These services are far better than Google in that respect.

Q How has using open source/Linux in your Web operations helped deliver high performance at low cost?

A In planning technology initiatives, we always ask ourselves, "Would an open source solution be sufficient in this context?" Database implementations are a good example. MySQL (open source) might not be as solid as Oracle in every way, but it is good enough for many tasks, and I save tens of thousands of dollars when I use it. Linux distributions like Red Hat have grown more commercialized, so we've stuck with the still-free Debian Linux on low-end Intel boxes and our uptime has been excellent. InfoWorld.com is the only IDG site that is part of the Keynote Business 40, the standard for performance for business Web sites, so we take our uptime very seriously — but it doesn't have to cost a lot.

Q How will IDG's introduction of a common online registration system benefit both InfoWorld and InfoWorld readers?

A Registration is still experimental at this stage, but having a working system in place allows us to freely and easily experiment with different approaches to gating our content. Philosophically, online registration is just an online version of the controlled circulation model we use in our print business. Knowing more about the demographics of our online readers will help us offer relevant editorial content and more well-targeted advertising.

From an internal IDG perspective, working with the other business units to choose and implement a common platform has been productive and rewarding. I think the particular solution we collectively chose (eMeta) gives us the benefits of centralized IT (i.e., lower cost and uniform approach) without diminishing the integrity of our decentralized brands and IT operations.

Q How many RSS feeds does InfoWorld offer? Is there such as thing as too many options? Do you think RSS feeds will become revenue generators themselves?

A InfoWorld offers well over 100 RSS feeds. With RSS, a wide range of options is not particularly problematic because the RSS newsreaders used to keep track of RSS feeds only alert users when new content from a particular feed is available, which makes it amazingly simple to manage hundreds of subscriptions. RSS feeds are only a delivery mechanism for content, but my gut feeling is that RSS feeds will slowly but surely replace e-mail newsletters as the preferred delivery mechanism within the next few years.

Q What factors led to the decision a few years ago to outsource InfoWorld's IT support to a third-party vendor, and how is it working out for you?

A In my first month, a survey of IT support at InfoWorld revealed that 49% of the company rated in-house support 1 or 2 (meaning "fair" or "poor") the lowest two ratings on a five-point scale. Within a period of rapid revenue decline, I decided that I needed to focus our limited IT resources on bolstering our Web presence rather than internal IT support, which led me to Centerbeam in late 2001. After three years with them, I renewed my contract recently at substantial cost savings. The nature of IT makes it difficult to achieve perfection, but I'm pleased with their overall performance and I have a detailed "CIO Dashboard" portal that gives me real-time view metrics on how they are doing in various areas.

Share your great ideas

What is your business unit doing to make its awards program successful? Write to world_update@idg.com

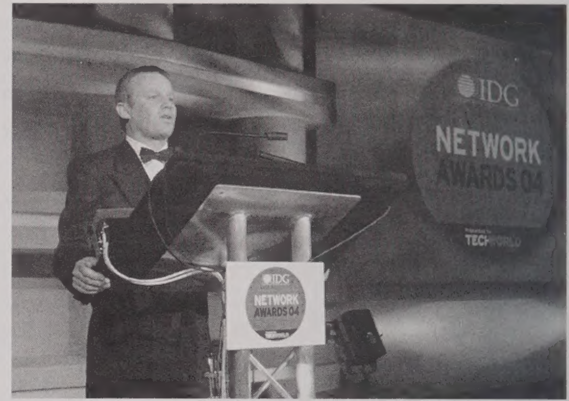
Techworld takes over awards program, rebrands event

The first awards program conducted by IDG U.K.'s Techworld played to an appreciative audience of more than 700 top industry leaders in London on June 29. The Network Industry Awards recognized companies and individuals in 18 categories for innovative and effective use of networking and telecommunications technology.

Online at www.techworld.com, two-year-old Techworld represents IDG's presence in the U.K. enterprise market. It serves as a local resource for technical information and community-building for the IT networking professional.

Techworld's entrée into the awards arena came after CMP closed its Networks for Business show last year, and the well-established awards program traditionally held with it was left without a home, said Techworld Publisher **Guy Eaton**. "We decided to work with the company that had organized the awards event the last few years, move the venue from Birmingham to London, and eventually transition the name to the Techworld Awards for the network industry."

An 18-member judging panel representing industry, academia and four Techworld representatives selected the winners.



Techworld Publisher **Guy Eaton** opened the Network Industry Awards with an overview of the site's success during its two-year history. Techworld now has 20,000 registered readers, more than 700,000 pages impressions per month and more than 180,000 unique users.

Each table at the ceremony had a corporate sponsor at a cost of £1,700 (US$3,120). Sponsors are already lining up for next year, when the event will officially be renamed the Techworld Awards.

For a complete list of winners and more information go to www.networkawards.com/ index.php?page=index2 or write to Guy Eaton at guye@idg.co.uk.

CIO Germany creates pop-up print ad for HP

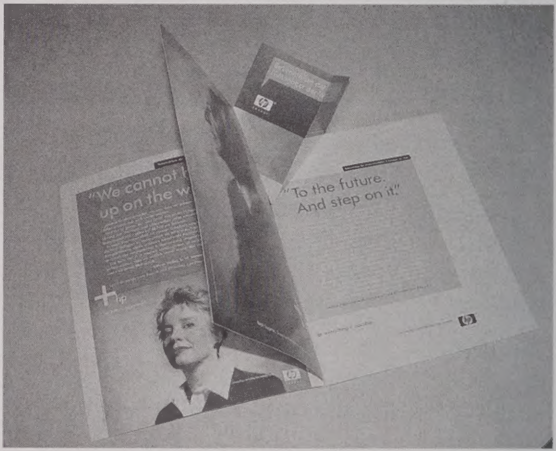
CIO
Glasklare Führung

CIO Germany has had great success partnering with advertisers to create innovative advertising ideas that have attracted significant reader interest. Special advertising such as single and double gatefolds and cover flaps account for close to 30% of *CIO Germany*'s advertising revenue and is on the rise, according to Publisher **Canio Martino**.

Martino said the regular copy tests that CIO conducts with readers to survey their response to various ads show that special advertising can be up to 20% more effective than display ads.

One notable special advertising vehicle that *CIO Germany* tried recently is a magazine pop-up ad. The ad is about three inches tall that starts out folded within the magazine. As the reader leafs through the pages and opens to the ad, it unfolds and sticks out at the top. It has text on both sides so that anyone sitting facing the reader can also see it. When that page is turned, the ad folds flat within the magazine again.

"HP was very satisfied with the result of the copy test for this ad," said Martino, adding that the idea for the ad grew out of brainstorming discussions between *CIO Germany* and HP ("It's a process; you have to push the customer toward his own ideas. That's the trick!" Martino said.) HP's goal was simply to create a very eye-catching form of advertising; there was no "call to action" or lead-generation content in the ad. Martino said he had never seen a pop-up ad in any other German magazine before.



As the page turns, the small card with the ad pops up on top of the magazine.

Write to Canio Martino at cmartino@cio.de.

IDG

July 26, 2004

Content Development Manager (CXO)

CXO Executive Programs seeks a team player to help develop the agendas and content for its CIO, CSO and CMO magazine related events. In this position, you will have responsibility for: developing the over-riding themes for various conferences; determining specific topics to be addressed; creating the agenda; recruiting the speakers (including working with the editorial departments and various advisory boards, adhering to budgets and negotiating presenter contracts); coordinating with event marketing and operations to promote the event programs to the appropriate audiences in a timely and cost-effective manner. Success in this role depends on strong communication skills, a good understanding of the needs of CIOs, CSOs and CMOs and senior executives of global 2000 corporations, and the willingness to do anything that needs to be done. Ideal candidates will possess a Bachelor's degree in journalism or equivalent work experience, will have a background in producing editorial material for IT or general business publications/events, experience writing/researching articles of interest to senior level technology executives, project management experience, the ability to work with marketing on successful promotional materials, grace under pressure, and the dexterity to juggle many tasks at once. Travel required.
Location: Framingham, MA
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Analyst Account Manager, IRS (IDC)

The Global Access Group is seeking a Analyst Account Manager to become part of a team that supports our Financial Services community with IDC research. The position affords an excellent opportunity to work with a portfolio of accounts to manage daily deliverables and keep records for client activity. The position will require the development of in-depth knowledge of IDC research and client needs. The Analyst Account Manager is charged with client inquiry fulfillment and will have regular contact with clients, IDC Research Analysts, and the IDC sales teams. This is an entry-level role that requires knowledge of the technology industry. To be successful in this role, candidates should have at least six months of experience working with customers in a professional environment. Candidates must be self-starters who have the ability to work within a team environment, possess superior verbal and written communication skills, and exceptional project management. A college degree is required.
***Location: Framingham, MA* - Contact: Email: idc_jobs@idc.com**

Director of IT Planning (IDC)

The Information Technology Planning (ITP) group is a new group at IDC seeking a Director who will drive projects and ensure quality processes throughout the IT organization. As the manager of the ITP team, this individual will work with the collaborative team to continue to improve the processes employed at IDC for both customer facing and internal IT deliverables. The Director of ITP will work closely with the other IT departments, as well as key internal employee groups to prioritize projects, develop specifications, and drive results. Reporting directly to the Chief Information Officer, responsibilities include: developing and managing close relationships with users, ensuring best practices are maintained and utilized, specifying project deliverables, managing project schedules, managing the overall project portfolio, managing quality assurance and deployment to operations. This person will work with the CIO to lead strategy planning and resource allocation for all of IDC's Information Technology groups. In addition, this individual will manage the budget for ITP, and will manage a team of 3-5 business analysts, QA engineers and project managers. This hands-on individual will influence and motivate IDC employees globally, and participate on the IT management team. Please visit idc.com for a more detailed job description. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Project Manager (IDC)

The Information Technology group at IDC seeking a Project Manager to who will work with business owners and technologists to define project deliverables, document specifications, and guide projects through the SDLC. The Project Manager will be responsible for writing specifications working with business owners and technologists to determine scope and ensuring the SDLC has been followed. Reporting directly to the Director of IT Planning, responsibilities include: developing and managing close relationships with users, ensuring best practices are maintained and utilized, specifying project deliverables and managing project schedules. Please visit idc.com for a more detailed job description. ***Location: Framingham, MA* - Contact: Email: idc_jobs@idc.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Sales Manager (IDC)

IDC's Sector Custom Solutions group is seeking a Sales Manager who will focus on selling IDC's consulting services to enterprise sector major accounts clients on the west coast. The Custom Solutions Sales Manager position will be responsible for developing and driving several million dollars of consulting revenues within IDC's Sector customers. As a member of a collaborative team, the Custom Solutions Sales Manager will be responsible for developing an in-depth knowledge of IDC Custom Solutions, including custom market research and go-to-market services, as well as building strong relationships with multiple individuals (account managers, consulting project directors, research analysts) across IDC. The individual will prospect for new and incremental opportunities, work with various consulting project directors in proposal generation, and be responsible for closing business and follow on customer relations. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This position will report to the AVP of Sector /GEA Custom Solutions in San Mateo, CA. For a more detailed job description, please visit idc.com. ***Location: Mountain View, CA***

Contact: Email: idc_jobs@idc.com

Senior Account Executive (IDC)

IDC's Sector Sales Group is seeking a Sr. Account Executive who will focus on selling IDC's research products to industry vendor clients primarily on the west coast. This position will report to the AVP Sector GEA, West Coast As a member of a collaborative team, the Sr. Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. For a more detailed job description, please visit idc.com. ***Location: Mountain View, CA***

Contact: Email: idc_jobs@idc.com

Senior Research Analyst (IDC)

The Worldwide Services Research Group is looking for someone to assume a Sr. Analyst position within its internationally recognized BPO (business process outsourcing) Services research program. The individual in this role will provide solid market research and analysis on the BPO services markets, and provide overall support to the BPO research team. This individual will be responsible for following business and IT services companies that compete in the dynamic and evolving global BPO services market. This is a relatively public role with many client-facing and industry-facing responsibilities, but with primary responsibility for producing research products. Responsibilities for this role will include research planning, conducting, producing and presenting research, building relationships with clients, prospects, and vendors, engaging in client-centric business consulting, and acting as a client advisor. The individual will also contribute to building the reputation and revenues of the BPO program through activities in the areas of business development and sales. External clients include IT Services and Business Process Outsourcing Services providers. The successful candidate will be able to manage and deliver on specific research projects, while being part of a larger team of business services analysts. In addition, the candidate must have very strong writing and presentation skills, demonstrate initiative in independently exploring new topics, and be able to balance multiple roles simultaneously. ***Location: Framingham, MA***

Contact: Email: idc_jobs@idc.com

Director of Events (IFW)

InfoWorld is seeking an events professional to develop and launch traditional and web-based events for the InfoWorld brand. S/he will identify sponsor and attendee revenue opportunities, work with editorial to choose and develop topics, work with Sales and Marketing to set goals, budgets and schedules and manage all aspects of event planning and logistics. S/he will be responsible for the events P&L and for ensuring high-quality content delivery and exceptional service to attendees and sponsors. Candidates should have significant experience (10+ years) in the events business, proven management and business development skills and be skilled in inter-department communication and project management. Our ideal candidate will have entrepreneurial experience, a willingness to do whatever needs to be done and an understanding of emerging trends for the IT audience.

Location: San Francisco, CA

Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Vice President, Events (NWI)

Network World is seeking a seasoned executive to lead its fast growing event business, which includes executive forums, technology seminars and custom events. The VP of events will be responsible for setting the strategic direction for Network World's events business, including determining the right mix of events, new event opportunities and new markets. The VP of events will oversee sales, marketing, business development, content and logistics, and will be responsible for setting a management tone that ensures high-quality content delivery and exceptional service to attendees and sponsors. This position reports to the President of Network World and serves on Network World's executive committee, which provides strategic direction for the corporation. Candidates should have significant experience in the events business, with a track record of revenue and profit growth, as well as solid business development experience. The ability to promote growth and development in a fast-paced business with strategic vision is critical. Entrepreneurial experience is a decided plus. Candidates should have strong leadership skills with a proven track record in the events business. Business development skills with a strategic vision a must.
Location: Southborough, MA
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Regional Sales Manager (NWI)

We are seeking a dynamic, self-starting sales professional with 5+ years of outside media sales experience to sell advertising products for Network World, Inc. This seasoned professional must have a proven track record in creating new business opportunities while maintaining and increasing current customer revenue. Must have the ability to complete the sales cycle from inception to completion – including prospecting, developing client relationships, preparing proposals, tracking the information on a sales database and creating insertion orders. This position will require the ability to deal with all levels of clients – from small to Fortune 500 companies. This position requires strong organizational skills with a high level of attention to detail. Ideal candidate will be a highly effective communicator with the ability to close a sale. ***Location: Oakland, CA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Performance Analyst (PCW)

This Performance Analyst will develop and execute test plans and analyze results for a broad variety of PC hardware and consumer electronic products in the PC World Test Center. Qualified candidates will have a thorough understanding of PCs and Windows technologies and knowledge of digital devices, printers, displays, and/or graphics hardware technologies. Experience in a PC hardware or consumer electronics environment required. Performance evaluation and benchmarking experience a plus. Candidates should have a bachelor's degree or equivalent experience. Excellent communication skills essential. Must be a team player!
Location: San Francisco, CA
Contact: U. Diehlmann, Fax: 415-546-1673, Phone: 415-974-7429, Email: ulrike_diehlmann@pcworld.com

Macworld Expo

continued from page 1

Techno Rave Ensemble from the Berklee School of Music; and Geeks, Gadgets and Guitars. One particularly memorable session featured *Chicago Sun-Times* columnist Andy Ihnatko transforming an original classic Mac into a fully-functional 2.5 gallon aquarium.

- **The WOW (World Organization of Webmasters) Iron Chef of Web Design Challenge**. Four teams of three competed against each other and the clock to design, code and deploy a working Web site for a non-profit organization.

- **The Dream Studios**. Created in conjunction with the Berklee College of Music, the Dream Studios was an interactive exhibit showcasing the latest tools for audio production.

Another highlight was a panel discussion hosted by David Pogue, author and "State of the Art" columnist for *The New York Times*, featuring four members of the original Macintosh design team.

"One of the things that made this event special was the grassroots marketing effort the whole team undertook," said World Expo's **Sarah Hindmarsh**, Macworld audience development manager. "Beginning in April, many of the Macworld Conference & Expo team members began traveling all over the greater Boston and New England area visiting Macintosh user groups, after hours, to generate enthusiasm and support for the event's return to Boston. At the show, many team members bumped into people they had met at a user group meeting. For many of us and the attendees, it gave the show much more of a human element."

IDG WORLD UPDATE

IDG Director of Corporate Communications ***Howie Sholkin****, Macworld magazine Marketing Manager* ***Kasey Galang*** *and Macworld magazine President* ***Rick LePage*** *were all on hand at this month's Macworld Expo.*

Despite Apple's decision to skip the Boston event, "the show was successful for everyone who was there," noted Davies, adding that many exhibitors are already showing interest in returning next year and increasing the size of their booths.

The next Macworld Conference & Expo is slated for Jan. 10 -14, 2005, in San Francisco. The event will return to the Boston Convention Center in July 2005.

For more information, contact Sarah Hindmarsh at sarah_hindmarsh@idg.com.

ASBPE

continued from page 1

singular accomplishment by any media company," said ASBPE President Robert Freedma. "The awards are highly competitive and are judged largely by veteran trade publication editors. For IDG's titles to receive recognition in so many different categories is an achievement that the company has a right to be proud of."

"In an evermore numbers-driven media world, editorial quality matters," said IDG CEO **Pat Kenealy**. "Editorial quality creates the reader involvement that leads to education and action. In all of its products, consumer or B-to-B, magazine or newspaper, email or Internet, IDG invests in editorial quality for the good of the markets we serve. I congratulate all our editorial and design teams on their success."

IDG WORLD UPDATE

Front row (l-r): Art Director ***Ben Barbante****, Creative Director* ***Andrew Danish,*** *Features Art Director* ***Nancy Suess****, Editor -in-chief* ***Steve Fox****, Deputy Managing Editor* ***Alec Wagner****, Executive Managing Editor* ***Kathy Badertscher****, Senior Editor* ***Cathleen Moore,*** *Production Designer* ***Zorraine Angus****, Senior Software Engineer* ***Chris Lin****. Back row (l-r): Senior Copy Editor* ***Jason Snyder,*** *VP/General Manager of InfoWorld.com* ***Matt McAlister,*** *Copy Editor* ***Jill Terry****, Senior Copy Editor* ***Clary Alward****, Associate Editor* ***Ted Samson****, Associate Editor* ***Stephanie Sanborn****, Associate Art Director* ***Gary Streng****, Editor at Large* ***Ephraim Schwartz.***

InfoWorld National ASBPE awards

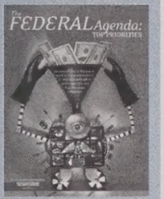
Gold: Online Excellence for Original Web News Section

Silver: Overall Web Publication

Silver: Graphics Excellence for Front Cover Illustration, (Aug. 18, 2003, cover)

Bronze: Graphics Excellence for Publication Redesign

Network World National ASBPE awards



Bronze: Special Supplement, "Spam in the Wild," Sept. 15, 2003, **Joel Snyder** and **Keith Shaw**

Bronze: Technical Article, "The Federal Agenda: Top Priorities," **Bob Brown** and NW staff, April 28, 2003

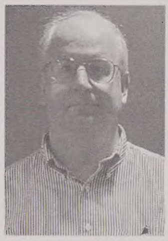
For a complete list of InfoWorld, Macworld and Network World awards, see this article on IDG Central (www.idgcentral.com).

noteworthy people

Rivas

LESLIE BACHAND

Needham



LESLIE BACHAND

Roan

IDG WORLD UPDATE

Moynihan

LESLIE BACHAND

Snow

New employees

Senior Software Analyst **Cristina Rivas** comes to IDC Mexico from Indestra, a Mexican competitive intelligence firm where she was an analyst and project manager. She holds a degree in marketing from Tecnológico de Monterrey Campus Estado de Mexico and enjoys dancing, movies and barbecuing with family and friends. She recently volunteered with the Mexican Red Cross' financial department arranging funds for the needy. *crivas@idc.com*

Previously an account executive with FitzGerald Communications, **Melissa Needham** joins IDC Framingham's corporate communications group as a marketing specialist. She graduated from Babson College in Wellesley, Mass., with a B.S. in business administration with a concentration in marketing and communications. An avid reader, she enjoys the beach and playing with her dog. *mneedham@idc.com*

Tom Roan joins IDC Framingham's Financial Insights group as director of sales, Western region, coming from Internet Commerce Corp. where he worked as director of sales. He holds a B.A. in economics from Boston College. *troan@idc.com*

Returning employees

Previously senior editor with *LinuxWorld*, **Tim Moynihan** returns to IDG as an online producer with *InfoWorld*, following a stint with TechTV as a Web associate producer. He holds a B.A. in journalism from the University of Missouri and enjoys independent filmmaking, dining out and napping. *tim_moynihan@infoworld.com*

Originally a corporate recruiter for IDG from 1999 to 2001, **Jennifer Snow** — to be known as Jennifer McKaughan after her wedding next month — has signed on as a senior HR representative in Framingham. Most recently she was an HR generalist at Scansoft. After her first IDG venture, Jen volunteered in Tanzania helping build a village community center and teaching residents basic business planning. Jen has a bachelor's in business administration from the University of Massachusetts/Amherst, and is pursuing her M.B.A. at Bentley College in Waltham, Mass. A runner, she has completed several marathons. *jennifer_mckaughan@idg.com*

CXO Media welcomes Washington Bureau Chief **Allan Holmes**, who is based in Virginia. He was most recently editorial director at 101communications' *Federal Computer Week* and, before IDG sold the title in 2000, served as its managing editor. He originally joined IDG in 1985. Allan has a B.A. in journalism from the University of North Carolina/Chapel Hill and a master's degree in public policy from Duke University in Durham, N.H. He enjoys coaching his sons' soccer teams. *aholmes@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC receives 2004 Accommodation Award for hiring practices

LESLIE BACHAND

Jeannie Marshall *and* ***Lloyd Kosh*** *display the citations from the Massachusetts state legislature.*

IDC has been honored as one of nine employers of the year by the Metrowest Work Opportunities Coalition for its efforts in hiring and including individuals with disabilities in the workplace. IDC was nominated by Advocates, a workforce advocacy group in Ashland, Mass., whose client, **Jeannie Marshall**, has worked part-time as a contractor in the IDC Copy Center since 1999.

IDC had been similarly recognized by the Metrowest group in 2001.

IDC Facilities Manager **Lloyd Kosh**, Marshall's supervisor, accepted the 2004 Accommodation Award on IDC's behalf during a recent ceremony hosted by The Framingham Rotary Club. State Representative Deborah Blumer also presented Kosh with citations from the Massachusetts House of Representatives and State Senate recognizing the company's contributions toward employing people with disabilities.

Marshall, who has Down Syndrome, handled smaller tasks such as mail pickup and distribution and bulk mailings when she first came to IDC. Today, her main responsibility is to produce copies of any research document under 53 pages. (Larger documents, which are bound rather than stapled, can be handled more cost effectively by an outside printer.)

"What really distinguished IDC from the other companies cited was that Jeannie helps us produce IDC's final products," Kosh said, noting that other than an insurance company, IDC was the only non-retail company honored. "Our production copiers are state-of-the-art and fairly complex. Jeannie's very independent, and she can troubleshoot these machines better than me!"

Write to lkosh@idc.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Karl Heinz Zimmermann *IDG Germany*

25

Renate Giesen *IDG Germany*

22

Saiman Hui *IDG*

21

Bengt Marnfeldt *IDG Sweden*
Georg Sing *IDG Germany*

17

Kevin Burden *IDC*
Karin Reitberger *IDG Germany*

16

Esther van Dijk *IDC Benelux*
Harald Brechtl *IDG Germany*

15

Gabriele Lange *IDG Germany*
Josef Gruber *IDG Germany*

13

Kenneth Bäckström *IDG Sweden*
Tiziana Parma *IDG Italy*
Keith Henry *IDC U.K.*

12

Ola Fors *IDG Sweden*
Susanne Arildsen *IDC Nordic*

11

Frank Froma *IDG Netherlands*

10

Anders Sjölander *IDG Sweden*

9

Franz Koivunen *IDG Sweden*
Christian Jahr *IDG Germany*

8

Elizabeth White *IDC*
Kitty Fok *IDC Hong Kong*
Andy Burrell *CXO Media*
Rumi Nakano *IDC Japan*
Achim Schäfers *IDG Germany*

7

Clelia Santambrogio *IDG Venezuela*
Aaron Gao *IDC*
Michael Olesen *IDG Denmark*
Orlane Delord *IDC France*

6

Choong Chau Sim *IDG Malaysia*
Tara Walsh *IT World Canada*
Linda Kelly *IDC*
Ron Glaz *IDC*
Bjørn Hemmingsen *IDG Denmark*
Kathryn De Carlo *IDC Canada*
Andreas Perband *IDG Germany*
Bianca Springer *IDG Germany*
Jörg Spormann *IDG Germany*
Colin de Almeida *IDC U.K.*

5

Elena Re Garbagnati *IDG Italy*
Mária Piller *IDG Hungary*
Soo-Kyoum Kim *IDC Korea*
Anders Engström *IDG Sweden*
Catrine Haglund *IDG Sweden*
Fredrik Claesson *IDG Sweden*
Barbara Cordero *IDC*
Christoffer Gullestrup *IDC Nordic*
Katja Martin *IDG Germany*
Mike Hartmann *IDG Germany*
Rob Groot *IDG Netherlands*
Alex Timmers *IDG Netherlands*
Hideyuki Mori *IDG Japan*
Isa Korn *IDC U.K.*

4

James Klepper *IDC*
Balázs Trautmann *IDG Hungary*
Richard Zorzit *IT World Canada*
Phil Almeida *IT World Canada*
Ivy Lok *IDC Hong Kong*
Milly Ziang *IDC China*
Calvin Kim *IDC Korea*
Mikael Samuelsson *IDG Sweden*
Jan Efraimsson *IDG Sweden*
Nelly Visanji *IDG Sweden*
Jens Svensson *IDG Sweden*
Frida Eriksson *IDG Sweden*
Graham White *CXO Media*
Lisa Stevenson *CXO Media*
Ed Prewitt *CXO Media*
Aislinn Connolly *IDG Australia*
Catherine Boujnoch *IDG Switzerland*
Rikke Sternberg *IDG Denmark*
Kumi Tanaka *IDC Japan*
Colwyn Munro *IDG Global Solutions U.K.*
Maud Gobron *IDG Global Solutions France*
Jan Duffy *IDC Canada*
Rineke Sloetjes *IDG Netherlands*
Olivier Thorin *IDG France*
Tomoaki Sato *IDG Japan*

3

Helen Jeal *IDG U.K.*
Tan Hock Seng *IDG Malaysia*
Ryan Patrick *IT World Canada*
Karen Ren *IDG China*
Linda Cheng *IDG Hong Kong*
Eberhard Heins *IDG Germany*
Tim van Amerongen *IDG Netherlands*
Jeanine Menes *IDG Netherlands*
Rumiko Makazu *IDG Japan*

2

Eunice Lee *IDG Singapore*
Caroline Luciano *IDC*
Rica Dray *IDC*
James Huang *IDG China*
Steven Deare *IDG Australia*
Edgar Fierro *IDC Mexico*
Toshihiro Mishima *IDC Japan*
Verity Homewood *IDG Global Solutions U.K.*
Ed Chan *IDC Canada*
Anton Schwaiger *IDG Germany*
Dirk Steiger *IDG Germany*
Sabine Schickel *IDG Germany*
Kai Schmidt *IDG Germany*
Karin Hecker *IDG Germany*
David Bhulapatna *IDG Germany*
Edwin Feldmann *IDG Netherlands*

1

Karen Haslam *Macworld U.K.*
Miklós Halasi *IDG Hungary*
Stephanie Chung *IDG Malaysia*
Jason Tang *IDC China*
Enid Du *IDC China*
Vivian Zhao *IDC China*
Li Ying *IDC China*
Turid Hegseth *IDG Sweden*
Alex Stankoski *IDC*
Nancy Gershlak *IDC*
Sally Chen *IDG China*
Takuya Inoue *IDC Japan*
Viviane Smit *IDG Netherlands*
Andrea Pahim *IDG Brazil*
André Borges de Godoi *IDG Brazil*
Cristiane Biló *IDG Brazil*
Erivelto Tadeu de Oliveira *IDG Brazil*
Maria Isabel Moreira *IDG Brazil*
Mirian Rose Domingues *IDG Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Photo Calendar Deadline is Sept. 17

Here's a quick recap of the rules for the 21st IDG Employee Photo Calendar contest!

- Submit up to two color or black-and-white prints or 35mm slides on any subject. If you submit an electronic image, it must be a large, high-resolution file (pixel dimensions of at least 1500 pixels wide). **Please note: photos will not be returned.**
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file.
- Send photos to: *IDG World Update*, 3 Post Office Square, Boston, MA 02109 U.S.or world_update@idg.com.
- First, second and third prize winners will receive $250, $150 and $100, respectively.

off line for fun

Congratulations to all our enthusiastic contributors who submitted captions for the cartoon at right. Winner **Jonathan Robbins** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners below will receive IDG cups.

Honorable mentions

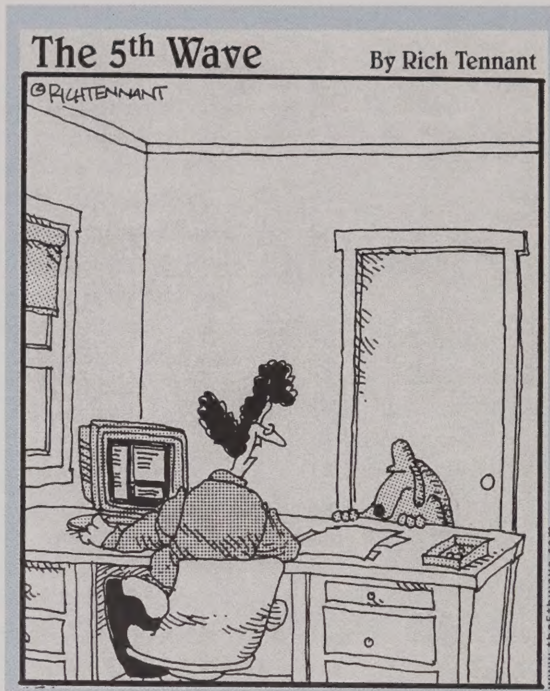
"I realize you're a golden retriever, but I still can't register you as a search engine."
Paul Honens *IDC*

"I'm sorry. I double-checked the database, and I'm sure we don't have an open req for "Top Dog."
Ken Presti *IDC*

"Stop hounding me! We cannot install a water hydrant in the men's bathroom!"
Bill Ganci IDC

"It turns out our new access control system can't read dogs' paw prints like it can human thumb prints. I'm afraid you're just going to have to continue scratching and whining at the door to be let in."
Peter Sayer IDG News Service

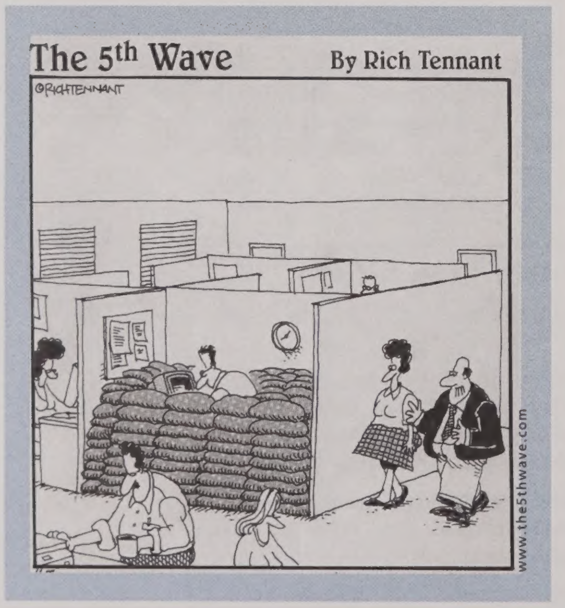
"Listen. I know it's casual Friday today, but I still must insist that you be escorted on a leash inside the office."
Simon Salamon *IDC*



"I'm telling you, Max, they'll never accept a column called 'Kibbles and Bytes.'"
Jonathan Robbins *Bio-IT World*

Rich Tennant's original

"I'm sorry, but 'Arf,' 'Bark' and 'Woof' are already registered domain names. How about 'Oink,' 'Quack," or 'Moo?'"



Enter the next cartoon contest!

It's that time again! Create a brief caption for the cartoon at left and send it to *IDG World Update* by Aug. 17.

E-mail your creations world_update@idg.com or fax them to 617-423-0712. Good luck!

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Jim Birch *Techworld*
TerryAnn Croci *Network World*
Sumner Lemon *IDG News Service*
Judy Schultz *Network World*
Jonas Triebel *IDG Germany*
Alec Wagner *InfoWorld*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

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WWW.IDGWORLDUPDATE.COM

McGovern visit keeps IDG's profile high in Vietnam IT market

From Hanoi to Ho Chi Minh City, IDG's chairman is on the move

New on IDG Central

IDG's intranet, IDG Central (www.idgcentral.com), has a variety of employee resources, corporate information, news and fun stuff, too. Go online and find:

Writing workshop: They're small, but prepositions such as "at" and "to" can cause big problems. Learn how to use them correctly.

Business unit profile: IDG Czech marks 10 years.

Top IDG News Service stories: Read the full text; stories updated throughout the day.

Vacation condos: In Arizona, the Grand Caymans and more. Check the Classified Ads section.

Go to IDG Central and request your login/password today.

IDG Chairman **Pat McGovern** traveled to Vietnam last month on a multipurpose visit that included opening Vietnam Computerworld Expo 2004 and meeting with several government officials, including the country's prime minister.

Now in its ninth iteration and currently organized by IDG Vietnam, the Ho Chi Minh City Computer Association, and the Vietnam Chamber of Commerce and Industry, the Vietnam Computerworld Expo is the nation's largest IT event. It is made up of a two-day conference and four days of exhibitions. There were 140,000 attendees at this year's event, up nearly 8,000 from last year. Exhibitors numbered 170, 38 more than in 2003.

A new component of this year's expo was the IDG Scholarship Award; 10 outstanding Vietnamese IT students received US$500 from IDG Vietnam, as well as other technology gifts from expo sponsors at a gala dinner at the Reunification Palace.

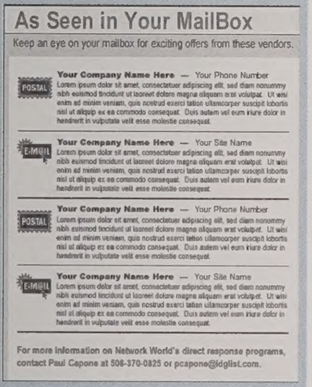
*IDG Chairman **Pat McGovern** meets with Vietnam Prime Minister Phan Van Khai.*

"This program helps promote the prestige of IDG and strengthens its commitment in Vietnam," said IDG Vietnam Managing Director **Tam Le**. "This program has been greatly appreciated by high-ranking officials of Vietnam."

In Hanoi, McGovern met with Prime Minister Phan Van Khai, who thanked IDG for its contributions to

continued on page 4

IDG List Services aims to lift direct response rates with listing in *CW, IW, NWW*



As Seen in Your MailBox

Keep an eye on your mailbox for exciting offers from these vendors.

Your Company Name Here — Your Phone Number
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Your Company Name Here — Your Site Name
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Your Company Name Here — Your Phone Number
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Your Company Name Here — Your Site Name
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For more information on Network World's direct response programs, contact Paul Capone at 508-370-0825 or pcapone@idglist.com.

The mock-up above depicts what a typical As Seen in Your Mailbox listing will look like in Network World. Listings in Computerworld and InfoWorld will be similar.

Lifting response rates is one of the biggest challenges facing the direct mail industry today. IDG List Services President **Deb Goldstein** recently unveiled a product designed to help her customers do just that.

As Seen in Your Mailbox is an affinity media program that boosts the mailer's visibility by offering a back-of-the-book listing service in three IDG titles managed by Goldstein's group. For an additional $600, companies that rent postal or e-mail lists for *Computerworld*, *InfoWorld* or *Network World* may include a 50-word listing in a special section that will run monthly in the back of each publication. Listings will include the company's name, 50 words of text describing its product or service, a telephone number and URL. An icon will appear next to each listing indicating whether the campaign is direct mail or e-mail. For an extra $100, companies may include their logo. Listing dates are staggered for the three publications.

"The best way to boost response rates is to increase visibility," said Goldstein. "As Seen in Your Mailbox is a cost-effective way for a message to be seen for a second time by both the targeted audience [the subset of rented names] as well as the entire circulation of the publication — a one-two punch."

According to ABC, circulation is 180,000 for *Computerworld*, 170,000 for *Network World* and 220,000 for *InfoWorld*. Together, they have an unduplicated average audience reach per issue of 3,407,000 according to the Intelliquest CIMS v. 10.0 study completed in October 2003. "If a com-

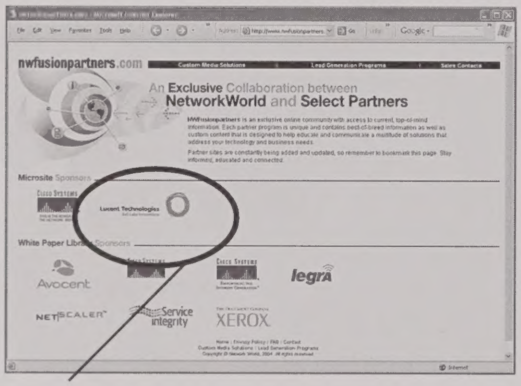
continued on page 2

in brief newsworthy

Network World wins *min*'s award for customized Web site for Lucent

*The min's Integrated Marketing Award recognizes innovative campaigns, creative programs and individuals that are establishing strong magazine-agency-brand relationships and cross-media marketing. Pictured above are (l-r): Dave Ushler of Lucent; NW associate publisher **Tom Davis**; Lucent's Maria Florio and George Pantos; **Sharon Stearns**, NW director of client services; **Eric Danetz**, NW regional sales manager; and Chris Pyne of Lucent.*

Network World recently won the *Media Industry Newsletter's* (*min*'s) Integrated Marketing Award in the category of Customized Web Site/ Microsite for a microsite it created for Lucent Technologies. Part of a Customer Access Program that Network World developed for Lucent, the microsite has helped Lucent obtain qualified leads that resulted in a greater than 25% conversion rate.



An **Exclusive** Collaboration between **NetworkWorld** and **Select Partners**

NWfusionpartners is an exclusive online community with access to current, top-of-mind information. Each partner program is unique and contains best-of-breed information as well as custom content that is designed to help educate and communicate a multitude of solutions that address your technology and business needs.

Partner sites are constantly being added and updated, so remember to bookmark this page. Stay informed, educated and connected.

The microsite that Network World created for Lucent is just one of a number it has built for customers.

"The Network World Customer Access Program and microsite allowed us to look at what worked and what didn't," said Maria Florio, director of enterprise marketing for Lucent Technologies Network Operations Software. "The results were leads of exceptional quality. These results broke all records — it was almost like direct marketing at a fraction of the cost."

The Lucent microsite is hosted on Network World's nwfusionpartners.com (www.nwfusionpartners.com) and provides an overview of specific Lucent software resources including product information, downloads of evaluation software, online software demonstrations, independent special reports and analysis, IDC white papers and online ROI calculators as well as links to Lucent services, training and events.

For more information about Network World's Customer Access Management program, visit www.networkworld.com/custommedia/. WU

June profit margin report

Each month, *IDG World Update* publishes the names of the most profitable publications in seven of IDG's global product lines. For a full list of the wholly owned publications in each category, view this listing on IDG Central at www.idgcentral.com. If you do not have a login and password for the intranet, you may request one on the home page.

CW/IW publications
1. *Computerworld Malaysia*
2. *Computerworld Polska* (Poland)
3. *Czech Business World*
4. *Computerworld Bulgaria*
5. *Computerworld Espana* (Spain)

PC World publications
1. *Computer! Totaal* (Netherlands)
2. *PC World New Zealand*
3. *PC for Alla* (Sweden)
4. *PC Tipp* (Switzerland)
5. *PC World Norge* (Norway)

Macworld publications
1. *Macworld Espana* (Spain)
2. *Macworld* U.K.
3. *Macworld* (U.S.)
4. *Macwelt* (Germany)
5. *MacWorld* (Sweden)

Networking publications
1. *Network World Italia*
2. *Poland Networld*
3. *Network World* (Japan)
4. *Comunicaciones World* (Spain)
5. *China Telecom World*

Reseller publications
1. *Australian Reseller News*
2. *IT.Branschen* (Sweden)
3. *Dealer World* (Spain)
4. *New Zealand Reseller News*
5. *China Computer Partner World*

CIO publications
1. *CEO & CIO* (China)
2. *CIO Singapore*
3. *CIO Japan*
4. *CIO Germany*
5. *CIO France*

Games publications
1. *GameStar* (Germany)
2. *GamePro* (U.S.)
3. *GameStar* (Hungary)
4. *GamePro* (Germany)
5. *GameStar* (Czech Republic)

IDG List Services

continued from page 1

pany rents all three lists, for as little as $1,800, its message will appear in the As Seen in Your Mailbox listing seen by more than 3,400,000 readers," Goldstein said.

Another benefit of the program is the ability to coordinate the timing of the postal or e-mail campaign with the publication. "Depending on your timing, either the direct mail can reinforce the listing or the listing can reinforce the mail," Goldstein said.

Goldstein said the initial response to the program from the brokerage community [list brokers, equivalent to agencies on the print advertising side, account for approximately 85% of IDG List Services' business], customers and even her counterparts in the industry has been very positive.

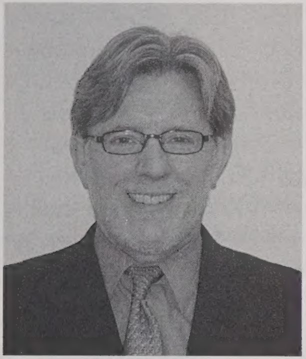
"No other list company offers this type of ROI program for its customers," she said."This positions IDG List Services as a fully integrated media partner offering postal, e-mail, telemarketing and now print solutions for their direct response needs. There is no other medium that delivers ROI like direct response, and we are confident we deliver that power."

Write to deb_goldstein@idg.com. WU

the interview

one on one

Don Best
IDC's senior vice president/ worldwide sales and marketing is this week's guest columnist. Reach him at dbest@idc.com. Part 2 of this column will appear Aug. 23.



Don Best joined IDC in June 1984 as an account executive in New York City. Before being named senior vice president/worldwide sales in 1997, Best was vice president for Consulting Sales, Marketing and Operations, having been one of the founders of IDC's now-burgeoning consulting program. Since August 2003, he has also been responsible for marketing, and now leads IDC's global sales and marketing efforts.

At-a-glance

IDC's worldwide sales force 220 employees

IDC's worldwide marketing-related employees 60

IDC's top five clients in the U.S HP, IBM, Microsoft, Intel, Sun Microsystems

IDC's top five clients worldwide IBM, HP, Microsoft, Intel, SAP

Latest IDC sales accomplishment Growing all of our top accounts over last year.

Latest IDC marketing accomplishment Creating and delivering messaging around our newly realigned research groups in just two weeks.

Q Why would a company buy IDC research?

A IDC is in the business of helping its customers succeed in a tough, competitive business environment, by providing actionable, insightful, and relevant market intelligence. Our customers know that the application of superior market intelligence is the most critical element in executing their strategies, and they rely upon IDC to get it.

Q How do customers use market intelligence?

A IDC has three general categories of customers: IT vendors, corporate users and the financial community. Each group applies our services slightly differently, but each benefits from our core value of independent, data-driven analysis and advice.

We help vendor customers find and enter new, strategic markets, and to profitably grow their existing businesses, by providing extremely detailed market data and analysis on their customers and competitors. This information is used to develop products, build marketing and sales plans, create messaging and make capital investment decisions.

Corporate IT users rely upon IDC in two critical areas. Our portfolio of technology pricing services and ROI consulting help C-level executives make strategic technology acquisition and deployment decisions. We're currently working with the CFO of one of the world's largest automobile manufacturers on their five-year technology strategy. In conjunction with our Insights subsidiaries, IDC also provides line-of-business executives in the Finance, Life Sciences, and — sometime next year — Government arenas, as well as others, with analysis and metrics around technology utilization for competitive advantage. We've recently worked with one of the world's largest retail banks on the expansion of their credit card business.

Within the financial community, brokerage firm securities analysts use IDC as an independent and highly credible source of market analysis. Investment bankers use IDC to target merger and acquisition prospects, as well as for expert due diligence on deals. The large institutional investors, such as the big mutual funds and pension funds, use IDC research to make smart investment decisions.

Q How is the first contact with a prospect typically made?

A IDC currently does business with the majority of vendors and larger financial institutions. With the exception of start-ups, our sales team has existing relationships, at some level, with most of our target companies in these two spaces. Thanks to the solid reputation of our analysts, IDC is also on the "must-visit" list for most start-ups. This means that our challenge is to sell new products and services to existing contacts and to seek out new contacts at existing accounts. IDC sales reps are very proactive in seeking out buyers. They become highly knowledgeable about the strategies, initiatives, and individuals at their assigned accounts, and they use this data to continually sell more IDC products and services.

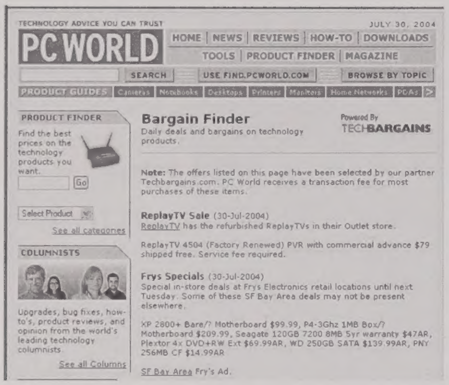
We're not quite yet at this level of familiarity with user accounts. We've only really begun making considerable inroads in this market over the last three years, but we are seeing that our vertical user strategy is accelerating our level of intimacy with the leaders in each of the major industries. For example, since 2001, IDC has gained 60 of the Fortune 500 as customers, including the top automobile manufacturers, energy providers and pharmaceutical manufacturers, as well as the world's leading corporate, retail and investment banks. Our intent is to hold the same dominant position in the user space as we do in the vendor market, which will give us a wonderful selling platform.

Q With an upturn in IT spending under way, what is IDC doing to ensure it is properly positioned to gain market share?

A On the vendor and financial side, the key is to offer more hot new products. IT vendors are increasingly positioning their product offerings to address customer needs, and IDC will provide research products aligned with these efforts. This means more vertical research and more holistic solutions research. We will also continue investing in large global data tracking and forecasting tools, which are critical to helping them manage share and margins. And of course, the financial institutions will need to track everything that vendors are doing, so they'll need the new services, as well. And we will stay even closer to our customers.

The great thing about this trend toward business solutions is that we can leverage our vendor product investments into the user market. Users are becoming more demanding and discriminating in how they use technology, and they're asking for the kind of data that IDC excels in providing. Our competitive studies have shown that the market among users for opinion-based IT research is shrinking and becoming commodities, while the demand for data-drive tools and analysis, with an industry solutions perspective, is increasing, and this is IDC's sweet spot.

PC World adds bargain shopping directory to Web site



Find the best prices on the technology products you want.

Upgrades, bug fixes, how-to's, product reviews, and opinion from the world's leading technology columnists.

Bargain Finder

Daily deals and bargains on technology products.

Note: The offers listed on this page have been selected by our partner Techbargains.com. PC World receives a transaction fee for most purchases of these items.

ReplayTV Sale (30-Jul-2004)
ReplayTV has the refurbished ReplayTVs in their Outlet store.

ReplayTV 4504 (Factory Renewed) PVR with commercial advance $79 shipped free. Service fee required.

Frys Specials (30-Jul-2004)
Special in-store deals at Frys Electronics retail locations until next Tuesday. Some of these SF Bay Area deals may not be present elsewhere.

XP 2800+ Bare/? Motherboard $99.99, P4-3Ghz 1MB Box/? Motherboard $209.99, Seagate 120GB 7200 8MB 5yr warranty $47AR, Plextor 4x DVD+RW Ext $69.99AR, WD 250GB SATA $139.99AR, PNY 256MB CF $14.99AR

SF Bay Area Fry's Ad.

Looking to boost traffic to its site as well as deliver incremental revenue, *PC World* last month launched a shopping directory called Bargain Finder (www.pcworld.com/resource/bargainfinder.asp). Bargain Finder lists deals on technology products that combine coupons, rebates, closeouts, price reductions or free shipping.

"Our partner, Techbargains.com, has a knack for finding great deals, sometimes with a little help from users who submit their own finds," PC World Executive Producer **Andrew Eisner**. "The deals go through affiliate companies like [online marketing partner firms] Commission Junction, BeFree, Linkshare, and even Amazon.com that all pay a commission on transactions generated from Bargain Finder traffic." For example, if a user links to a deal on Amazon for a Microsoft Flight Simulator 2002 and then buys it, *PC World* receives a commission.

Revenue on Bargain Finder will come from a few sources, according to Eisner. Transaction fees are generated by sales, referral fees by links to Product Finder, and ad revenue from special medallions on the page. "So far traffic has been good and growing slowly," he said. "Transaction fee revenue has also been somewhat modest. But because there is very little work associated with this page it could offer a substantial yield."

Bargain Finder differs from PC World's Product Finder in that the latter is a pricing engine that helps users find the best price on a chosen product from a variety of resellers. *PC World* gets a referral fee any time a user clicks on one of the Product Finder resellers. "The compensation with Bargain Finder comes from an actual transaction or sale," Eisner said. "Techbargains is also a PriceGrabber partner — PriceGrabber powers Product Finder — and includes many links to products on their price engine that are easily transformed into Product Finder links."

Eisner said there are several popular "deal" sites on the Web, adding that C|NET offers a clearance center, "but it is nowhere near as clever as Bargain Finder. Our deals change all the time and are fun to follow. If you're going to buy something on Amazon or anywhere else go through Bargain Finder, and IDG will make a few bucks."

For more information, contact Andrew Eisner at andrew_eisner@pcworld.com or go to http://www.techbargains.com/content/background.cfm#WHO.

Vietnam

continued from page 1

local education, as well as its US$100 million investment in the country through IDG Ventures Vietnam.

McGovern witnessed a memorandum of understanding with the finance ministry to launch a Storage and Security World Conference and Expo. He met with the Ministry of Science and Technology to discuss collaboration on biotechnology and electronic engineering publications, as well as the possibility of IDG being a co-sponsor and co-organizer of the biannual Techmart Exposition. A meeting with Truong My Hoa, the vice president of Vietnam, on IDG's role in local education was heavily covered in the local press. McGovern also attended a signing ceremony at the Ministry of Posts and Telematics to jointly produce a *Posts and Telematics Journal*.

McGovern and his wife Lore also visited the home of 94-year-old Gen. Vo Nguyen Giap, a national hero who led the Vietnamese to victory in the 1954 battle at Dien Bien Phu that ended French colonial rule. The general said he appreciated IDG Vietnam's recent $20,000 donation to a primary and secondary school in the Cao Bang province in northern Vietnam and reiterated the nation's determination to promote IT as a way to develop Vietnam and its economy. "He gave us an insightful description of the battle and an autographed copy of a book he had written about it," McGovern said. "It was a very moving meeting because General Giap is regarded as the 'George Washington of the independent Vietnam.'"

*(L-R): **Tam Le**, managing director of IDG Vietnam; IDG China President & CEO **Hugo Shong**, Gen. Vo Nguyen Giap; **Lore Harp McGovern**; IDG Chairman **Pat McGovern**; and **Nguyen Thi Hong Diep**. IDG Vietnam executive secretary.*

Contact Tam Le at tam_le@idgvietnam.com.

IDG's activities in Vietnam span more than a decade

With the licensing and launch of *PC World Vietnam* in collaboration with the Ho Chi Minh City Committee for Science & Technology in 1992, IDG has had a presence in Vietnam for more than a decade but only last year opened IDG Vietnam Co. Ltd., a wholly owned subsidiary with offices in Ho Chi Minh City and Hanoi. *Computerworld Vietnam*, published in conjunction with The Saigon Times Group, is expected to hit newsstands this September, joining IDG sister publications *PCW Vietnam*, *CIO*, and *GamePro*.

Earlier this year, IDG opened the first U.S. venture capital firm in the country, IDG Ventures Vietnam, run by Managing General Partner **Hoang Nguyen**. According to IDG Vietnam Managing Director **Tam Le**, there are "the three I's" in Vietnam – IBM, Intel and IDG. "*PC World Vietnam* is very successful, and IDG's conference business is huge here. There is an incredible thirst for technology knowledge."

August 9, 2004

Director of Sales/VP of Business Development, Strategic Programs & Events (CWI)

Computerworld has an excellent opportunity for a Sales Director or VP of Business Development to focus on the 2nd year of growth in its successful expansion of events into Business Intelligence, Mobile/Wireless and the Data Center. The successful candidate will possess 5-10 years of proven sponsorship sales and business development experience selling services and will be capable of prospecting, developing and closing business at all levels of the IT vendor organization. Assessment will also be made on proven relationship building with senior client titles and brands. The individual will be responsible for proven Computerworld event brands and awards programs. The individual will be provided resources necessary to meet plan and over-achieve assigned goals. A comprehensive database of accurate sales leads and marketing support tools is already in place. This position is part of a planned expansion to a strategic part of Computerworld's business that has grown in double-digit % each of the last 5 years, and will be critical in the future success of the team. Only high achievers with a desire to succeed as an individual, team player and have fun in the process need apply. Candidates must have exceptional presentation and communication skills (written and verbal), as well as, account organization and management skills. Entrepreneurial instincts are essential for integration with this fast-paced and growth-oriented team. A Bachelor's degree is required. Reasonable travel will be required. ***Location: Framingham, MA***
Contact: P. Sheer, Email: jobs@computerworld.com

Manager, Custom Events, Strategic Program & Events (CWI)

Computerworld has an exciting opportunity for an individual to be the key dedicated resource driving the fastest growing part of Computerworld's event programs. These include custom sponsored ½ day regional events and IT Executive Summit Series® editorial events. The successful candidate will possess 3-5 of progressively responsible positions in the events business, with particular exposure to 1-day regional events with senior level IT end user audiences. The position requires a self starter with relevant exposure and/or direct experience in web, email and direct mail attendee marketing techniques, IT end user recruitment and registration, sponsor sales RFP and sponsor prospecting, account management relations in a project by project setting, and the ability to handle multiple events concurrently over a project calendar. Execution of an effective integrated marketing campaign to satisfy audience and sponsor targets while maintaining event-by-event profit margins will be the responsibility of this individual. This position is part of a planned expansion to a strategic and growing part of Computerworld's event business that has grown significantly in the past 12 months. The successful candidate will be responsible for 2004/2005 growth plans and will work directly for the management team. Candidates must have exceptional presentation and communication skills (written and verbal), as well as, account organization and management skills. Detail orientation and excellent project management skills in a sales and client support setting are essential for this job and must be referenced in actual job experience. A Bachelor's degree is required. Travel to all custom and executive events is required. ***Location: Framingham, MA***
Contact: M. Scanlon, Email: jobs@computerworld.com

Sales Program Specialist/Manager, Strategic Programs & Events (CWI)

Computerworld has an exciting opportunity for a Sales Program Specialist or Manager to provide comprehensive program and sales operations support to over 300 Computerworld events and awards program clients. This is an excellent opportunity for an individual with superior customer service skills who enjoys a fast paced sales environment with a variety of assignments. In this position you will be the key contact for pre-sales program support for the selling Directors and VPs, as well as post-sales contact with all clients on all program matters. The selected candidate will also be responsible for planning and coordinating sales meetings and events, CRM, key database management, sponsor marketing programs, client executive relations, report generation and management, customer requests, interfacing with sales team and liaison on awards programs for the sales team. You will utilize your superior customer service skills to develop ongoing relationships with our clients. Candidates must possess 3 - 5 years of proven work experience in a services sales environment, excellent organizational, communication and customer service skills. Must be detailed oriented and be proficient in Microsoft office, including Word, Excel, and PowerPoint. Database skills and a familiarity with CRM tools and the ongoing maintenance and generation of reporting to management are also required. A positive and assertive personality with experience working on entrepreneurial teams is a must. A Bachelor's degree is required. Travel to core events is a requirement of the job.
Location: Framingham, MA
Contact: M. Scanlon, Email: jobs@computerworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Office Assistant/Receptionist (CSG)

IDG has a great opportunity for an energetic, organized, motivated individual to provide reception and administrative support for 20-22 hours per week in our Irvine, CA Regional Sales office. This position will support 15 employees and will require frequent interaction with all members in the company as well as customers, vendors and other business relations partners. This individual will coordinate and ensure the timely delivery of all incoming and outgoing mail, ordering supplies, assisting sales staff on an as needed basis, and general administrative duties including petty cash reconciliation and planning of the seasonal office events. Ideal candidate will have attention to detail, aptitude for working with numbers, and the ability to multitask. Previous administrative support in a sales environment a plus as well as experience with Microsoft Excel, phone systems and call accounting.
Location: Irvine, CA
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Program Director, Financial Services (CXO)

This position will have fiscal management responsibility for the CIO Executive Council's Financial Services program (including Banking and Insurance). The position is chartered with creating unique value for CIOs in the Financial Services industry, driving member recruitment and marketing activities, consulting with Council members to direct the organization's initiatives, building and maintaining relationships with industry CIOs and entities, attending and speaking at industry events and affiliations which promote the growth and development of the industry, and maintaining a comprehensive knowledge of the industry. This individual will work closely with the Council's External Relations and Project Management Offices and with other senior management, and collaborate with the Council's member services and sales teams. This is primarily an individual contributor role. The ideal candidate will have 10-12(+) years experience in this or a parallel industry in the US and global Financial Services industry as it relates to IT. The candidate must possess an entrepreneurial spirit with strong business development skills and proven success in winning clients. Exceptional written and oral communication and working knowledge of vertical market analysis practices is required. Bachelor's degree required/MBA preferred. Travel required.
***Location: Framingham, MA* - Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com**

Program Director, Health Care (CXO)

The position will have financial management responsibility for the Council's Health Care program and is chartered with creating unique value for CIOs in the Health Care industry, driving member recruitment and marketing activities, consulting with Council members to direct the Health Care initiatives, building and maintaining relationships with industry CIOs and entities, attending and speaking at industry events and affiliations which promote the growth and development of the industry, and maintaining a comprehensive knowledge of the industry. This individual will work closely with the Council's External Relations and Project Management Offices and with other senior management, and collaborate with the Council's member services and sales teams. This is primarily an individual contributor role. Clients include Health Care Products and Services CIOs. The ideal candidate will have 10-12(+) years experience in this or a parallel industry and relationships in the US and global Health Care industry as it relates to IT. The candidate must possess an entrepreneurial spirit with strong business development skills and proven success in winning clients. Exceptional written and oral communication and working knowledge of vertical market analysis practices is required. Bachelor's degree required/MBA preferred. Travel required.
***Location: Framingham, MA* - Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com**

Program Director, Pharmaceuticals (CXO)

The position will have financial management responsibility for the CIO Executive Council's Pharmaceuticals program and is chartered with creating unique value for CIOs in the Pharmaceuticals industry, driving member recruitment and marketing activities, consulting with Council members to direct the organization's Pharmaceuticals initiatives, building and maintaining relationships with industry CIOs and entities, attending and speaking at industry events and affiliations which promote the growth and development of the industry, and maintaining a comprehensive knowledge of the industry. This individual will work closely with the Council's External Relations and Project Management Offices and with other senior management, and collaborate with the Council's member services and sales teams. This is primarily an individual contributor role. Clients include Pharmaceutical, Biotechnology, and Clinical Research Organization CIOs. The ideal candidate will have 10-12(+) years experience in this or a parallel industry and relationships in the US and global Pharmaceuticals industry as it relates to IT. The candidate must possess and entrepreneurial spirit with strong business development skills and proven success in winning clients. Exceptional written and oral communication and working knowledge of vertical market analysis practices is required. Bachelor's degree required/MBA preferred. Travel required.
***Location: Framingham, MA* - Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Administrative Assistant (GMG)

IDG Entertainment is seeking an Administrative Assistant. The ideal candidate for this position will be a highly motivated and detail-oriented team player who will provide administrative support to the office of the President. Responsibilities will include handling all incoming and outgoing calls, scheduling meetings, coordinating travel arrangements, tracking expenses and expense reports, preparing PowerPoint presentations, compiling and preparing reports and/or spreadsheets, and helping organize company functions and meetings. This person must be able to work both independently and with various levels of management, handling sensitive company information with discretion and in a confidential manner. He/she must have excellent interpersonal, verbal and written communication skills, a high level of professionalism as well as effective organizational and time management skills. Experience with MS Office and PowerPoint is an absolute must. A minimum of 5 years of relevant experience is preferred. ***Location: Oakland, CA***

Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Web Developer (GMG)

IDG Entertainment is seeking a Web Developer to join the online development team. This position will focus entirely on back-end development, using Cold Fusion to produce and maintain a proprietary production engine, content management system, and user-interactive community functionalities. The Web Developer will maintain an Oracle DataBase using SQL language and support Cold Fusion MX server remotely. In addition this position will work closely with the Director of Online Product Development and development team to develop additional user interactive features and revenue generating services for IDG Entertainment. Qualified candidates will have a working knowledge of Oracle DB, SQL, HTML, and JavaScript with experience building database driven sites and be proficient in web server management (Apache running on Solaris). Must have a minimum of 2+ years of experience building web applications. Position is located in Oakland, CA. Candidates can e-mail cover letter with salary requirements and resume to jobs@gamepro.com. You MUST indicate Web Developer in the subject line when applying to this position. ***Location: Oakland, CA***

Contact: L. Hess, Fax: 510-768-2705, Email: jobs@gamepro.com

Regional Account Manager (IDC)

IDC is looking for a Regional Account Manager (RAM) to work closely with IDC's Major Accounts customers. This experienced sales professional will assist in managing sales and business relationships at US HQ for top IDC vendor major account customers. The RAM will work closely with a Global Major Account Manager to ensure monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research such as multiclient studies, conference sponsorships, and consulting to include speeches and honoraria. This position reports to a Global Account Manager of specified accounts. To be successful in this role, candidates must have 1-3 years of selling experience with complex goods or services to technology vendors. Prior experience selling IT research is preferred. Candidates must have exceptional presentation and communication skills (written and verbal), as well as, account organization and penetration skills. A Bachelor's degree (or equivalent experience) is required. This position will be based out of IDC's Mt. View, CA office and will require approximately 30% travel. ***Location: Mountain View, CA***

Contact: Email: idc_jobs@idc.com

Regional Account Manager (IDC)

The RAM will work closely with a Global Major Account Manager to ensure monthly sales of services, to include renewing existing services. Additionally, the RAM will be expected to sell new annual services, other syndicated research such as multi-client studies, conference sponsorships, and consulting to include speeches and honoraria, as well as, penetrate new and/or underdeveloped areas within client accounts. This individual will be a first line contact for the clients, be expected to develop in-depth knowledge of the client organization – including requirements/needs and trends, proactively identify and solve complex client needs and requirements and will be responsible for customer advocacy and problem solving. This is a quota-carrying position and reports to a Global Account Manager of specified accounts. For more details on this job, please visit idc.com.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Regional Account Manager (IDC)

IDC is looking for a Regional Account Manager (RAM) to work closely with IDC's Major Accounts customers. This experienced sales professional will assist in managing sales and business relationships at US HQ for top IDC vendor major account customers. The RAM will work closely with a Global Major Account Manager to ensure monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research such as multiclient studies, conference sponsorships, and consulting to include speeches and honoraria. This position reports to a Global Account Manager of specified accounts.
Location: Mountain View, CA
Contact: Email: idc_jobs@idc.com

Sales Manager (IDC)

IDC's Industry Majors group is seeking a Sales Manager-Consulting Sales who will focus on selling IDC's consulting services to Industry Major accounts clients primarily on the east coast. The Sales Manager position will be responsible for developing and driving consulting revenues within IDC's Industry Major account customers. As a member of a collaborative team, the Sales Manager will be responsible for developing an in-depth knowledge of IDC consulting products and services, including custom market research and go-to-market services, as well as building strong relationships with multiple individuals across IDC (account managers, consulting project directors, research analysts). This individual will be expected to substantially increase consulting revenue through primary and go to market solutions business development, developing new business opportunities and increasing contract value in established accounts, and proactively managing and growing customer relationships. The Sales Manager will prospect for new and incremental opportunities, work with various consulting project directors in proposal generation, and be responsible for closing business. This position will report to the VP of Major Accounts, Industry Consulting. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Online Account Executive (IGS)

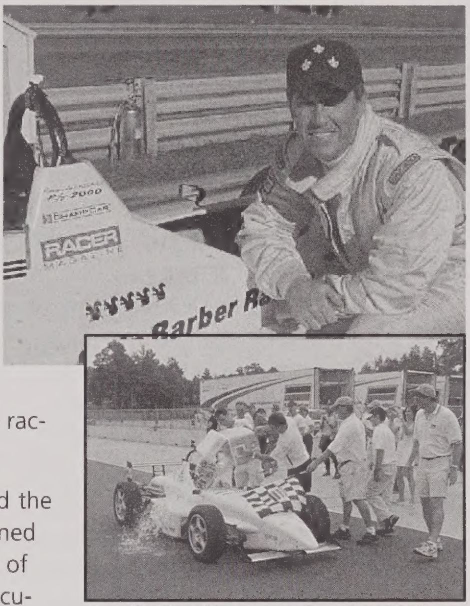
IDG Global Solutions (IGS) builds international brand recognition for the industry's leading IT companies by developing globally integrated marketing programs via IDG's print, online and exposition products worldwide. IGS is seeking an ambitious and technology-savvy Online Account Executive to be responsible for selling IDG's online portfolio to digital and traditional advertising agencies and their client base in order to maximize revenues and market share. This position will service and develop relationships with agencies/clients, negotiate and be responsible for all contracts and execute creative ideas in order to build revenue and market share. The successful candidate will possess a BA level degree or equivalent, a minimum of two years successful online sales experience ideally in a technology environment, an understanding of worldwide cultures, strong presentation skills to senior level executives and good organizational and time management skills with an ability to work within tight deadlines. The ideal candidate will utilize excellent interpersonal skills to work across business units worldwide and within IGS and will be a self starter who is able and eager to work on own initiative. An understanding of the technical aspects of online advertising is a must. ***Location: Framingham, MA***
Contact: J. Lynch, Fax: 508-935-4600, Email: jljobs@idg.com

Audience Development Coordinator (PCW)

The Audience Development Coordinator will execute the consumer marketing strategy for PCWorld.com. S/he will be responsible for creating and implementing web-based and email-based marketing campaigns, and for tracking and optimizing those campaigns, including link exchange programs, content-for-traffic deals and search engine marketing and optimization programs. The ideal candidate will have an in-depth knowledge of Internet publishing, with a minimum of 3 years experience, and an emphasis on subscription/member acquisition and marketing. A talent for copywriting, in-depth knowledge of Microsoft Office and great people skills are required. Experience in search engine marketing and optimization are preferred; knowledge of HTML and Lyris ListManager would be a plus. Candidates must have strong project management and organizational skills and a high degree of energy and enthusiasm for web publishing. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

meet your colleague

IDC's Don MacDonald applies lessons from the track to business



***Don MacDonald**, who races Formula R/T 2000 cars capable of traveling more than 120 m.p.h., recently won his first race and was rewarded with the traditional ice bath in the pit following his victory.*

As a young sales rep for Xerox Corp., IDC's **Donald MacDonald** spent much of his early career canvassing the World Trade Center buildings in New York. Their destruction in the terrorist attacks of 2001, inspired MacDonald to take stock. "I asked myself after 9/11, 'what's the one thing I've always wanted to do and never done?' For me, the answer was auto racing."

In his business travels around the world, MacDon-ald, who joined IDC in June as vice president of the company's new Sales Executive Service, had attended many racing events with clients and said he was always fascinated by the speed and earth-rumbling sound of the cars as they flew by. And so, MacDonald began taking lessons at the Skip Barber Racing School in Lakeville, Conn.

Today, MacDonald competes in the Skip Barber Formula Dodge Race Series, the largest open-wheel amateur championship in North America.

MacDonald, who won his first Eastern series race in June, said what he most enjoys about racing is the technical challenge it presents. "Although you wouldn't know it from watching on TV, auto racing is a very physical sport. Studies have found that racers actually 'work' as hard as professional basketball and football players do, at speeds of 120 m.p.h.," MacDonald said.

"But the most difficult aspect of driving a race car 'at speed,' is maintaining your ability to concentrate. Much like dealing with the day-to-day stress we experience at work, driving a race car fast requires that you don't become overwhelmed in the moment," he said. "While all the drama of a race — the speed, the noise, the wind, and the rain — is going on around you, inside the cockpit everything must seem quiet. To me it's much like the work of a research analyst — while technology constantly changes markets and companies are speeding forward in pursuit of the next business opportunity, we have to remain calm and objective. It's that intelligent perspective that adds value for our customers — while chaos ensues around them.

"Don't get me wrong — racing is a thrilling and dangerous sport," he added. "And like Mario Andretti says, 'If everything seems under control, you're just not going fast enough'." But somehow, research deadlines just don't seem as ominous after racing around the track."

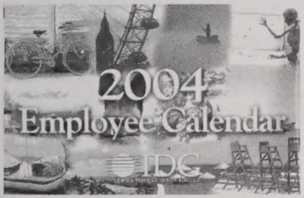
Contact MacDonald at dmacdonald@idc.com. WU

IDC's Sales Executive Service aims to help executives boost sales productivity

IDC's new Sales Executive Service caters to business executives responsible for driving revenue and delivering customer value while maintaining a reasonable cost of sales through their management of SG&A expenses. Initially focused on the IT industry, the Sales Executive Service assists senior sales executives in achieving company sales targets and managing day-to-day sales operations by providing research and in-depth analysis into the following:

- Sales strategies and planning.
- Sales structure, staffing and skills.
- Sales tools and technologies.
- Benchmarks for measuring sales performance.
- Best practices for improving overall sales productivity.

$500 for the top three winners!



The first, second and third prize winners will receive $250, $150 and $100, respectively.

Entries now being accepted for IDG's employee photo calendar contest

Here's your chance to win fame, fortune and 30 days of bragging rights. Enter the 21st IDG Employee Photo Calendar contest!

Here's how it works:

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file (pixel dimensions of at least 1500 pixels wide). The higher the compression, the better. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Friday, Sept. 17.

Send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S. Electronic images may be sent to world_update@idg.com.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

First, second and third prize winners will receive $250, $150 and $100, respectively. Questions may be sent to world_update@idg.com.

noteworthy people

Stearns

ERIC CORMIER

Michaels

Pastore

Williams

TERRY CUMMINGS

Hills

TERRY CUMMINGS

Twombly

Promotions

Network World Manager of Customer Access Operations **Sharon Stearns** is now director of client services. "Sharon was one of the founding team members who helped launch our custom publishing operations," said Chief Operating Officer **Mike Draper**. "Her excellent customer service, project management and media analytical skills have helped fuel Network World's growth in custom publishing. She has earned the respect of her peers and clients for her ability to successfully manage complex campaigns while helping them optimize their advertising." *sstearns@nww.com*

Macworld's **Philip Michaels**, senior editor of the Mac Beat section, has been promoted to director of online content. "Phil will [be making] changes to our editorial process to make sure that we're doing the appropriate things online and in print, and that content is flowing back and forth between print and online," said *Macworld* Editor-in-chief **Jason Snell**. "Online is an important long-term strategic area for Mac Publishing (and, indeed, all of IDG), and we're thrilled to have Phil in charge of making the content at Macworld.com as good as it can be." *philip_michaels@macworld.com*

Bianca Bruhn, business development director, IDC EMEA Conferences and Events, has been promoted to VP Conferences EMEA. "Bianca developed strong collaborative communications with the EMEA sales network and local conference managers and played a major role in the Global Conference Steering Committee," said IDC EMEA President **Roberto Masiero.** "In her new role, Bianca will take over responsibility for the strategic development of the conference area in Europe while maintaining her business development responsibilities, leading our conference sales efforts and supporting our EMEA sales network." *bbruhn@idc.com*

Formerly *CIO's* deputy editor, **Rick Pastore** has been promoted to editor. "Rick is smart, insightful and decisive," said *CIO* Editor-in-chief **Abbie Lundberg**. "He is quick to comprehend and turn comprehension into action. He cares deeply about our readers and their success, and he applies great journalism — and everything else at his disposal — to that end. I've worked with Rick for 13 years now, and his growth as an editor and a leader in that time is truly remarkable." Pastore covered personal computing for *Computerworld* before joining *CIO* in 1991 as a staff writer. *pastore@cio.com*.

New employees

IDC U.K. has hired **Gareth Williams** as senior account manager with its Hardware and Government groups. He was previously a sales manager with BSI charged with developing their consulting business. He graduated from the University of Newcastle with a B.S. Hons and enjoys football ("and basically any sport I can get near to!") and travel. *gjwilliams@idc.com*

Rod Hills joins IDC U.K. as senior account manager, Telecoms, coming from Frost & Sullivan where he was a European sales manager. He holds a degree in geography from Newcastle University. A new father (Samuel is 12 weeks old), he also finds time for rugby, soccer, hockey and socializing in pubs. *rhills@idc.com*

IDC West in Mountain View, Calif., has hired **Bob Stetson** as director, Consulting. He was previously marketing communications director with Phoenix Technologies in San Jose, Calif. He earned a B.A. in communications arts and drama from the University of the Pacific in Stockton, Calif., and enjoys travel, tennis and raising two teenagers. *bstetson@idc.com*

IDC Framingham has hired **Jess Rivkin** as program director for its U.S. Conference Group. She comes from Linkage, Inc., where she was a senior program manager. She graduated from Clark University in Worcester, Mass., with a B.A. in studio art. *jrivkin@idc.com*

Kara Todeschini joins IDG Framingham as training and development coordinator and will put together training calendars, maintain the Training to Go! Program and help with the employee survey. She was previously assistant program manager with the Boston Sports Club, overseeing its children's programs. She holds a B.A. in urban studies from Vassar College in Poughkeepsie, N.Y., and enjoys photography. *kara_todeschini@idg.com*

Previously an administrative assistant for the Occupational Health Department at Boston's Brigham and Women's Hospital, **Tina Pankievich** joins Network World as an advertising coordinator. She graduated from the Ringling School of Art in Sarasota, Fla., with a degree in design. An avid scrapbooker, she teaches classes on the craft when her Yorkshire Terrier Theo is not begging for her attention. A former employee of the Boston Red Sox, she won the Friendly Fenway Achiever Award for her work on the Red Sox Wives' Charity Cookbook. *cpankievich@nww.com*

Returning employees

Stephen Twombly is publisher of CXO Media's *CMO* magazine. He was most recently with Advanstar Communications as group publisher of *Frontline Solutions* and *Sensors*. Stephen's IDG career includes being publisher of eight magazines at Connell Communications and launching *Solutions Integrator* in 1997. He holds a B.A. in music from Drew University in Madison, N.J., and attended Stanford University's Publishing Course. An avid reader, he also enjoys golf, tennis and art. *stwombly@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Carolyn Medeiros *Computerworld*

19

Dan Sommer *PC World*
Hans Weber *IDG Germany*
Ritva Kokkonen *IDC Nordic*

18

Chris Cuoco *CXO Media*
Walter Clegg *PC World*

17

Roseann La Bruno *InfoWorld*

16

Megan Santosus *CXO Media*
Marlene Tobias *PC World*
Caroline Craig *InfoWorld*
Tammy O'Sullivan *PC World*

15

Jeffrey Berlin *PC World*
arol Benioff *InfoWorld*
Heinrich Vaske *IDG Germany*
Simon Salamon *IDC*

14

Lisa Ladle Wallace *Computerworld*

13

Carol Johnstone *Mac Publishing*
William Bernardi *IDC*
Patrice Desmedt *IDG France*

12

Sally Hudson *IDC*

11

Rebecca Freed *PC World*
Carol Glasheen *IDC*

10

Hakan Ogelid *IDG Sweden*
Bill Hanck *Computerworld*

9

Tim Horgan *CXO Media*
Christopher Koch *CXO Media*
Jeff Kuta *PC World*
Ulla McGee *PC World*
Keith Kmetz *IDC*
emma Dietrich *IDC*
tefan Bohlin *IDG Sweden*

8

Joan Bonadeo *CXO Media*
Melissa Gruber *PC World*
Kathryn Godfrey *PC World*
Junya Onuma *IDG Japan*
Hiroko Ito *IDG Japan*
Mieko Nishi *IDG Japan*
Sandra Ng *IDC Singapore*
Joel Asblom *IDG Sweden*

7

Stephanie Roy *CXO Media*
Katerina Jandova *IDG Czech*
Christopher Dawe *IDC*
Jan Öhlund *IDG Sweden*

6

Kathleen Carr *CXO Media*
Kate Coldwell *PC World*
Amy Konary *IDC*
Christina Kearney *IDC*
Anne Kittel *IDG Switzerland*
Nina Osterwalder *IDG Switzerland*
Alain Petrissans *IDC France*

5

Kalpana Ettenson *PC World*
Mary Zones *PC World*
Julie McKie *PC World*
Theodore Samson *InfoWorld*
Robert McCurdy *PC World*
Hoang Nguyen *IDC*
Kouichi Hamada *IDG Japan*
Jonathan Evans *Macworld U.K.*
Laurie Butson *IDG*
Sandra Edwards *IT World Canada*
Gilles Steinmann *IDG Switzerland*
Peer Jensen *IDG Denmark*
Stéphane Krawczyk *IDC France*
Jennifer DeGraff *IDG Entertainment*
Julie Quinn *Computerworld*
Mark Hall *Computerworld*

4

Lori Piscatelli *CXO Media*
Jennifer Steele *Mac Publishing*
Susan Voelkel *Mac Publishing*
Doug Detlefsen *Mac Publishing*
Petr Vopalecky *IDG Czech*
Markus Pilzweger *IDG Germany*
Christopher Boone *IDC*
Allan Carey *IDC*
Alexander Weis *IDC*
Sterling Perrin *IDC*
Filomena Cherta *IDC*
Charles Kolodgy *IDC*
Susan Kevorkian *IDC*
Jitka Husaková *IDC CEMA*
Elena Bytsjichina *IDC Benelux*
Bill Clough *IDC Nordic*
Hanna Ährlin *IDC Nordic*
Colwyn Munro *IDG Global Solutions U.K.*
Hiroko Nara *IDC Japan*
Nathan Midler *IDC China*

3

Kevin Ebmeyer *CXO Media*
Liane Cassavoy *PC World*
Brian Cox *PC World*
Laura Blackwell *PC World*
Jana Pitriková *IDC CEMA*
Mitri Roufka *IDC CEMA*
Tai Vo *IT World Canada*
Daphne Chung *IDC Singapore*
Abhijit Vyas *IDC Singapore*

2

John Amato *CXO Media*
Christopher Bernardi *CXO Media*
Holly Drawbaugh *PC World*
Justin Hunter *PC World*
Julie Fabbrucci *IDC*
Michael Shirer *IDC*
Yuri Kito *IDG Japan*
Masako Ito *IDG Japan*
Matthew Tasker *PC Advisor*
Christoph Häfliger *IDG Switzerland*
Simon Robertson *IDG Entertainment*
Andrea Edwards *IDC Singapore*

1

Mary Johnson *InfoWorld*
Paul Calento *InfoWorld*
Mark Durrick *InfoWorld*
Hal Mentlik *InfoWorld*
Per-Arne Sandegren *IDC Nordic*
Jessica Teahan *IDG Global Solutions U.K.*
Luciana Coen Rubinato *IDG Brazil*
Wanderlei Americo Medeiros *IDG Brazil*
Pat Oliver *Computerworld*
Chris McMahon *Computerworld*
Graeme Muller *IDC New Zealand*
Tan Hai-Wun *IDC Singapore*
Kurt Ball *IDC Singapore*
Timothy Wong *IDC Singapore*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Employees pedal for a good cause

SF-LA AIDS Riders ***Diane Hacker*** *(l) and* ***Julie McKie*** *looking windburned but happy at the end of their ride.*

Their backsides were sore and their legs ached, but "this ride is not about complaining," said PC World Senior Manager, Online Advertising Development **Diane Hacker**. She and Human Resources Manager **Julie McKie** rode the 585 miles between San Francisco and Los Angeles in seven days as part of June's SF-LA AIDS/LifeCycle.

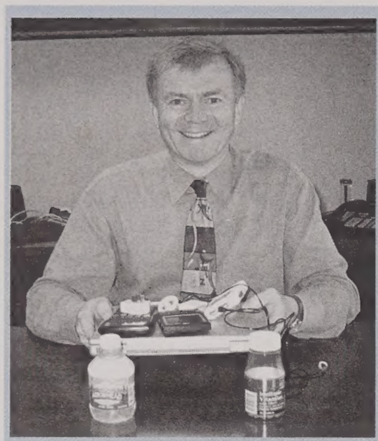
It was Hacker's second SF-LA ride and McKie's first. The pair raised over $7,000 (including IDG matching funds) each for the SF AIDS Foundation and LA Gay & Lesbian Center. More than 1,200 riders raised $4.9 million for the two groups.

Hacker said that while she was sure she did her share of complaining during the ride, what made it all worthwhile was "watching what went on around us, like was cheering on Dave, a rider with no legs who pushed his way up long hills in the hot sun. It was about watching Tracy Chapman perform a small concert for us after she had pedaled over 100 miles and wanted nothing more than to go to sleep in her tent. It's about human kindness."

Write to diane_hacker@pcworld.com or Julie McKie at julie_mckie@pcworld.com.

off line for fun

Quick poll: What can't you do without on a business trip?

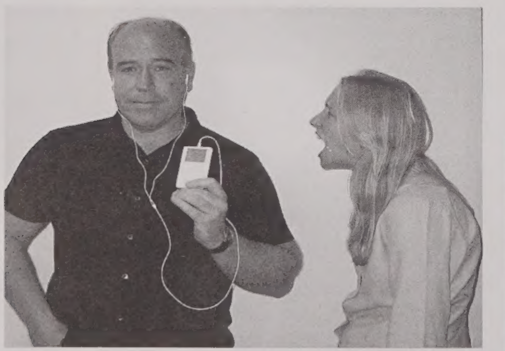


"I cannot be without my Apple 12-in., my cell phone and my Blackberry — plus the chargers. The computer is really key, as it's my portable personal and business hub. I also store family photos on it, so I can run a slide show of fond photographic memories. I play music from the computer and use it to watch the occasional DVD — after catching up on my work, of course. Then there's the iPod, the water, the vitamins, the power adapters…"

— Colin Crawford, VP, business development and operations, IDG

"Three big clothespins. Inevitably, the drapes do not close, and a laser-like beam of light pierces your eyelids. For back up, I always take a pair of blinders."

— Donna Pomponi, director of emerging markets, Network World



"Why, an iPod of course. Everything is better with a soundtrack: layovers, middle seats, airport food, rooms next to the ice maker, you name it!"

— Doug Detlefsen, director, Online Advertising and Business Development, Macworld

"The power cords for my laptop and phone and my yoga mat. If I couldn't recharge the wimpy batteries in my two more important appliances, I'd be adrift on the road. Without power — and the ability to regenerate it — all business trips would be a nightmare of falling ever more behind on work that needs to be done. So I need my power cords to stay as connected as possible, and my yoga mat to get as disconnected as possible!"

— Maryfran Johnson, editor-in-chief, Computerworld

"My little first-aid kit, complete with Advil, two types of Excedrin (tension headache and migraine), chewable Tums and Pepto-Bismol, Sudafed, zinc lozenges, and Breathe Easy strips (hotel rooms get really dry). I'm not a hypochondriac anymore — wait, do I feel warm to you? — but inevitably you or someone you are traveling with falls ill (or drinks too much the night before), and who wants to spend $10 for Rolaids in the gift shop?"

— Lisa Brown, VP, online sales, CXO Media

"I don't travel as much as I used to, as I have a lovely 3 1/2-year-old named Megan. Failing being able to take her, I would have to take a picture of her. She was born eight weeks early and has been a joy ever since."

— Karen Blythe, media services manager, IDG Global Solutions EMEA

"Eyedrops. Usually if I fly it's very long, since New Zealand is about as far away from anywhere else as it's possible to get, and a couple of drops always makes me feel a bit more alive."

– Mark Evans, CTO and online business manager, IDG New Zealand

IDG WorldUpdate

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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Great "re-book" signals LinuxWorld's success

IDG World Expo held its 11th LinuxWorld Conference and Expo earlier this month in San Francisco. Launched in 1999 in San Jose, Calif., the four-day Linux and Open Source event is now held twice yearly in Boston and San Francisco and has seven international editions.

Among the World Expo team at LinuxWorld were (front row, l-r): Sales and Marketing Manager **Genki Uchida** (visiting from IDG World Expo Japan), Operations Manager **Amy Scott**, Group VP Warwick Davies, Group Audience Development Manager **Eileen Weinberg**, Business Development Manager **Anjali Chawla**, Registration Manager **Debbie Diodati**, VP Event Services Darrell Baker. (Back row, l-r): Conference Manager **Dave Rosenberg**, Sales Manager **Frank Netherwood**, Sales Manager **John Yurewicz**, Business Development Manager **Shelley Ballarino**.

IDG WORLD UPDATE

"Having two shows in the U.S. gives us a chance to update the market on what's going on," said IDG World Expo Group Vice President **Warwick Davies**. "Although the brand has worldwide draw and media coverage, the audience is primarily regional — more than 80% of the audience lives within 200 miles of the event — it's clear that having two shows makes sense. The event content is always focused on what makes sense for the location, so although the basic program can be similar, each event is tailored."

Davies noted that World Expo worked closely with the Open Source Development Labs to attract more high-end users. He said he was projecting 10,000 to 11,000 C-level executives, network managers, systems administrators and software developers at the show (attendance figures are audited by a third party and will not be reported until October). The 15 sponsors included Cornerstone sponsor Oracle Corp. and Platinum sponsors Novell, Hewlett-

continued on page 4

CXO Media explores how to meet reader needs, boost revenue

Now on tap: 60-Second Surveys, micro sites and new mix of online products

Increasing the time visitors spend at a site and the number of times they return is an ongoing challenge for any company with a Web site. **Tim Horgan**, CXO Media's VP of Online, outlined some of the ways his group is improving visitors' experiences while creating new revenue streams.

"We always want to know more about what our readers want from us," Horgan said, "and what they get from other sites that we could be providing." CXO Media's Web editorial team, led by Web Editor **Janice Brand**, is fielding a series of 60-Second Surveys. Recently readers were asked eight to 10 questions on what other sites they visit and why. Readers told them that the most important subject for them was leadership and management, and so an update section devoted to both has been added to the front page of CIO.com.

Survey respondents currently do not have to register to use the CIO site, "so we don't know who these readers are," Horgan said. "After we deploy registration on a part of the CIO.com site in September, we will look at using that facility with the survey."

The 60-Second Surveys provide only a glimpse of readers' opinions, so to get more in-depth insights, CXO Media created a site Advisory Panel. "We used our newsletters and Web site to ask for volunteers, and selected 60 people who were involved in IT as panel members. We ask them more detailed questions than we do in 60-Second Survey, and we invite more open-ended responses."

The first survey sought panelists' thoughts on site registration (would they register and for what parts of the site?) and paid content (would they pay? how

continued on page 5

IDG in the News reprints available

IDG sales and marketing staff take notice: the home page of IDG.com now features an "IDG in the News" section that includes PDF reprints. Currently available are two profiles of IDG Chairman **Pat McGovern** (from *Fortune* and *BtoB Media Business*) and IDG properties named to BtoB's Media Power 50 list.

in brief newsworthy

Mac Publishing launches *Playlist* for digital music market

Hearing the crescendo of the digital music market — Apple Computer, Inc. has sold more than three million iPod players and holds 50% of the digital-player market — Mac Publishing LLC this week will release *Playlist*, a newsstand-only magazine focused on digital music technology, the artists who make the music and the consumers who enjoy it.

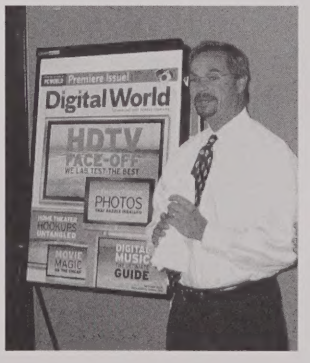
"The intersection of music and technology is the most exciting place in the world right now," said **Jason Snell**, editor-in-chief of Mac Publishing, "and with our expertise with the world's leading digital music player we are uniquely qualified to create a new magazine covering this territory."

Playlist's circulation is 135,000 copies priced at US$5.99. In development since January, the initial 100-page issue contains reviews of the latest iPods, digital music toys and software, innovative uses for digital music, how-to articles on subjects from backing up digital music to enhancing home theater systems, music reviews, artist interviews and playlists from both musicians and fans.

A second issue of *Playlist* covering other players and the broader digital music scene is currently in development and planned for a newsstand-only release this November. A Web site, www.playlistmag.com, will launch mid-September and feature news, product and music reviews, how-to's and free music downloads.

Contact Mac Publishing Marketing Manager ***Kasey Galang*** *at kgalang@macworld.com.* WU

Coming soon in the U.S.: *Digital World*



PC World President/CEO **Jeff Edman** unveils the cover of the premiere issue of *Digital World* magazine at a staff party in San Francisco last week.

Devoted to the convergence of PCs, consumer electronics and mobile communications tools, the bimonthly will hit the newsstands in October.

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

PC World Global Product Line Meeting planned for Oct. 20-22

The PC World Global Product Support Center, now again under the direction of PC World U.S., will hold the 2004 PC World Product Line Meeting in San Francisco Oct. 20-22. The meeting is open to all *PC World* publications and interested IDG business units worldwide and will focus on sharing best practices across all aspects of publishing *PC World* and *Digital World*. Sessions will cover editorial, circulation, sales/marketing/research, online business development lines and more.

The meeting will include general sessions and concurrent session tracks organized by functional area. A more detailed agenda will be available shortly. Tours of the PC World Test Center will be given prior to the opening welcome reception on Oct. 20.

If you are interested in attending, or have suggestions for topics, presentation speakers or panels, contact PC World Senior Director of Marketing **Sandy Wong** at sandy_wong@pcworld.com. Contact IDG Travel Services Director **Lyndsey Pomella** at lyndsey_pomella@idg.com for hotel and travel arrangements. The conference will be held at The Fairmont Hotel in San Francisco (www.fairmont.com/sanfrancisco). WU

New awards program recognizes *Network World, PC World*

The editorial and design awards keep rolling in for IDG publications. *Network World* and *PC World* recently collected inaugural "Tabbies" from the Trade/Association Business Publications International (TABPI).

Similar to the American Society of Business Publication Editors (ASBPE), which is a TABPI sponsor, the international B2B magazine competition involves 12 editorial and eight design categories, and is open to English-language business-to-business publications around the world that are published at least quarterly. This first competition drew nearly 300 entries from publishers in North America, Europe and Asia.

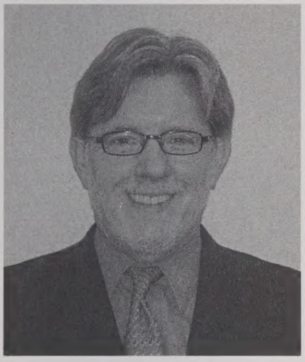
PC World won a gold award for "50 Fixes for the Biggest PC Annoyances" in the October, 2003, issue. It also garnered two silver awards, both for items that were similarly honored in the recent ASBPE national awards: the "Top 100" (in the Department category) and the March 20th Anniversary Issue (Special Section).

Network World's seven Tabbies included having the Nov. 10, 2003 issue voted No. 8 in the Top 25 Single Issue category; one silver award; four bronze awards, including the "Spam in the Wild" technical article that was also honored by ASBPE this year; and one honorable mention.

For a complete list of Network World's awards see this article on www.idgcentral.com, or go to www.tabpi.org/awards.htm for more information about the awards program. WU

one on one the interview

Don Best
IDC's senior vice president/worldwide sales and marketing is this week's guest columnist. Part 1 of his column ran in the Aug. 9 issue (online at www.idgcentral.com). Reach him at dbest@idc.com.



> *"One of our key messages is that we offer opinions — but our opinions are backed by data, and this message resonates more than ever, for users as well as for vendors."*

Q What are IDC's top marketing initiatives?

A Since assuming responsibility for marketing over the past year, my No. 1 one priority has been the integration of marketing and sales. Our global marketing team is very proactive and very attuned to customer needs and market opportunities. The sales and marketing teams work very closely in developing and implementing programs designed to generate revenue, and the marketing team is very adept at measuring the return on their activities.

Our FY'05 marketing year kicks off on Sept. 8 at the IDC Worldwide Marketing Summit in Framingham, Mass., which will draw IDC marketing professionals from around the globe. The summit is the culmination of months of preparation around three marketing themes for FY'05, which are based upon IDC's FY'05 strategic initiatives. The three themes this year are: Messaging IDC's brand attributes of relevancy, trustworthiness and the influence of IDC research and data; growing our largest 200 accounts; and finding new customers for IDC's products. The summit itself will mark the roll-out of specific initiatives tied to each of the three themes.

Q As vendors hit tough times in the past few years, print ad sales declined dramatically. Were IDC sales similarly affected?

A IDC certainly had a tough time these past few years, and we saw our worldwide sales take a slight dip, but we were able to remain in a position of strength by taking market share from our competitors. Our competitors, such as META Group, Gartner, and Forrester (who acquired GIGA), all saw significant sales declines, from which a few may never recover. IDC, on the other hand, was in a great position to take more share for two reasons. First and foremost, we have a superior set of products and services, with broad coverage, deep analysis, and global resources. Second, IDC made a very conscious decision to be the most customer-intimate market intelligence provider, which meant staying very, very close to our customers.

Q IDC is unique among its competitors in that it is aligned with both a large IT publishing operation and an events company. Is there any upside to that relationship from a sales/marketing perspective or is it essentially a non-issue?

A We're very proud of being part of the IDG family. Our IDG association is an important part of our sales message. It demonstrates that we are an integral part of a company with a rich tradition in providing information on the IT industry to vendors, corporate users, the financial community and consumers. From a revenue-generating perspective, we've successfully partnered with various IDG units on many projects and will continue to do so, especially when customers are looking for a broad, multi-program marketing solution. In fact, we have several such proposals on the table right now.

Q What needs to be done to correct the impression that IDC is just a "numbers" house?

A If I had to choose a way to be pigeon-holed in this market, this would be it. Of course we're more than a numbers house, but the big revelation of the recent downturn has been the endorsement by the market of the primacy and value of solid data. Many of our competitors, the ones who used to reinforce IDC as a numbers house, are now scrambling for legitimacy through data. While they were focusing on offering just opinions, IDC was building a powerful global data machine — and now our competitors are wishing they were in our position. One of our key messages is that we offer opinions — but our opinions are backed by data, and this message resonates more than ever, for users as well as for vendors.

Q IDC's custom consulting business has been growing rapidly. Why the big uptick?

A In this competitive market, customers are constantly looking for an edge. They want information and market intelligence that no one else has, and this is the basis of our custom consulting business. Our custom consulting business for vendors is positioned as "market strategy consulting." We help vendors define and take advantage of new market opportunities, we help them introduce new products, and we help with their messaging, among other things. The key value of IDC's custom consulting business is our ability to successfully build and deliver custom market intelligence projects that leverage IDC's core analytical and global research assets, which gives us a tremendous advantage over our competitors.

An interesting trend is that vendors are asking IDC's consulting team to construct customized market models, which typically are very detailed market segmentation tools. These models require a continual refresh of current data, which IDC provides through its subscription services. So while our custom business is growing, it also helps fuel demand for our core research products. WU

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

LinuxWorld

continued from page 1

Packard, IBM, Dell, Intel, Sun Microsystems and Computer Associates. Media supporters included such IDG publications and sites as *InfoWorld*, *Network World*, *LinuxWorld* magazine, and LinuxWorld.com.

Davies said the show drew 191 vendors – "almost all were ecstatic as evidenced by the great re-book!"

Some of the highlights of the West Coast show included the following:

- The .org Pavilion highlighted 24 leading, nonprofit Open Source projects that promote the acceptance, use of and free distribution of the Linux operating system.
- The Desktop Linux Consortium Pavilion featured the latest Linux server, network and desktop solutions for corporations seeking to move their infrastructures to Linux to increase productivity, maximize ROI and gain an advantage despite lean IT budgets.
- The Electronic Freedom Foundation, a civil liberties organization working to protect rights in the digital world, organized a concert with four Bay Area bands in Yerba Buena Gardens for show attendees.

Among the more popular educational and latest-trends conference sessions were "Linux In Asia-Pacific Emerging Markets," "Lustre: The Intergalactic Cluster File System?" and "Linux and Windows Together in the Enterprise: How CIOs What to Deploy, Where and Why." Eight half-day tutorials were offered, as well as 20 "Birds of a Feather" meetings, casual sessions in which attendees could meet like-minded Linux users to discuss focused topics and resources.

1000
hp
invent
ORACLE
South / Exit
IBM
O'REILLY
the GRID Up

IDG World Expo projects a third-party audit will show up to 11,000 attendees visited LinuxWorld Conference & Expo in San Francisco.

Among the many conference speakers was **Dan Kusnetzky**, IDC VP of System Software, who spoke on Utility Computing Infrastructure. "We'd always like our fellow business units more involved; that's a goal for the future," Davies said.

The next U.S. LinuxWorld Conference & Expo will take place Feb. 14-17, 2005, in Boston. IDG World Expo in conjunction with LinuxUser & Developer Expo and Horsepower Media will present LinuxWorld at London's Olympia Exhibition Centre Oct. 6-7.

For more information contact Warwick Davies at warwick_davies@idg.com or go to www.linuxworldexpo.com/live/12/. WU

LINUXWORLD CONFERENCE & EXPO

Cornering the market

Although there were smaller Linux-related events before LinuxWorld Conference and Expo launched in 1999, LinuxWorld was the first Open Source trade show of any substantive size, according to IDG World Expo Group Vice President **Warwick Davies**.

Its current rivals include O'Reilly's Open Source Convention, which is targeted at developers, and smaller events such as Linux on Wall Street, a one-day conference for a niche audience. Comdex and CeBIT America were planning Open Source sections of their events, but both events have been cancelled or postponed, Warwick said.

Coming up

Web Service Conference 2004
Content Management Forum 2004
Aug. 31-Sept. 1
Tokyo Conference Center
Shinagawa, Tokyo
www.idg.co.jp/english/expo/index.html

Storage Networking World/Europe
Sept. 7-8
Frankfurt Messe
Frankfurt
Germany
www.snweurope.com/

Portable Power Conference & Expo
Sept. 12-14
Argent Hotel
San Francisco
www.portablepowerconference.com

Enterprise Management World
A Computerworld event
Sept. 12-15
Philadelphia Marrriott
Philadelphia
www.emwusa.com

IDC IT & Telecom Outsourcing Forum
Sept. 14
American Chamber of Commerce
Sao Paolo, Brazil
www.idcbrasil.com.br

Computerworld IT Executive Summit: Grid Computing
Sept. 15
Philadelphia Marrriott
Philadelphia
www.itexecutivesummit.com/grid.html

Computerworld IT Executive Summit: Grid Computing
Sept. 21
The State Room (Bay Tower Room)
Boston
www.itexecutivesummit.com/grid.html

Modeling Forum 2004
Sept. 21-22
Tokyo Conference Center
Shinagawa, Tokyo
www.idg.co.jp/english/expo/index.html

More events listings on www.idgcentral.com.

IDG

August 23, 2004

Account Executive (BIO)

Bio-IT World, Inc. has an exciting opportunity for a talented, energetic and highly motivated sales professional to join a highly regarded, fast-growing media organization now moving into its fourth year. The Account Executive's main responsibility will be to close business and further support the successful efforts of the sales team on a variety of electronic products. In this position, you will be responsible for prospecting/cold-calling new clients and data collection for a variety of other established and new special media products. This is an inside sales position with direct quota responsibility. Demonstrated track record of closing business via phone/email along with client-care, and collaborative, creative problem-solving skills are necessary. Clear understanding of the bio/medical/IT field, and 2 plus years inside/outside advertising sales experience are a must for this position which is based in our Framingham, MA headquarters office. ***Location: Framingham, MA***

Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Office Administrator (BIO)

Bio-IT World Inc. is searching for an office administrator to support all facets of our business. The office administrator will assist with office coordination, accounting and billing activities, as well as some sales and executive support. Responsibilities will include, routing of mail and faxes, providing copy center functions, ordering office supplies, acting as the liaison with vendors and landlord, maintenance of office records, mass mailings, and shipping/postage/receiving. The Administrator will also be responsible for helping with billing and payables coding and general administrative support including maintaining the calendar, coordinating travel details and expense reports for the executive team and the scheduling of meetings. This person will also act as the backup for online ad operations, helping with ad placement, e-newsletter distribution, and ACT database updates. Ideal candidates should possess 3 years of office administration experience in a professional business environment. Candidates must have the ability to interact with all levels of the organization as well as customers and vendors, a high degree of organization, solid judgment, strong computer skills (Word, Excel, PowerPoint, Lotus Notes) and be capable of working independently. Excellent written and verbal communication skills, negotiating skills and the ability to work with highly confidential information are also required. Some knowledge of Accounting or Finance is helpful but not required. ***Location: Framingham, MA***

Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Account Director (CWI)

Computerworld is looking for an energetic, highly motivated sales professional to join our dynamic team. Reporting to the VP/National Associate Publisher, the successful candidate will use solutions-selling techniques to create powerful sales strategies, pursue all assigned advertising sales opportunities, and grow existing business from Computerworld customers. This role will require the selling of multiple Computerworld products to customers and their advertising agencies. The position requires excellent verbal and written communication and organization skills. Advertising sales experience is required, preferably in the IT industry. Knowledge of technology, Internet Commerce and Telecommunications a plus. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. 5+ years experience in customer-focused sales environment is required.

Location: San Francisco, CA

Contact: P. Sheer, Email: jobs@computerworld.com

Account Executive (CWI)

Computerworld is seeking an experienced Account Executive to join our team. Based in our San Francisco office, this position will be responsible for prospecting 2nd & 3rd tier accounts nationwide. The ideal candidate will have a strong inside sales background, good research and listening skills and the ability to map the marketing needs of a potential customer with Computerworld's range of print and online products. In this role, you will partner with the Account Directors and Online Sales team to efforts to generate new business. Candidates should be familiar with the technology market, have excellent communication skills and possess a proven track record of sales success. Bachelor's degree, strong computer skills and 3+ yrs. of experience required. ***Location: San Francisco, CA***

Contact: P. Sheer, Email: jobs@computerworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Senior Reporter (CWI)

This is a senior reporting position that is focused on producing news stories and features for both the print publication and computerworld.com. The individual in this position will report to the News Editor. The successful candidate will be highly skilled in reporting and writing, with a demonstrated ability to collaborate with other reporters. Absolutely essential are an avid determination to break news stories and an imaginative approach to producing high-impact features. Also crucial are strong communication skills and the ability to work effectively with editors, graphics designers and the copy desk. Candidates should have at least 5 years of reporting experience in the computer industry, with demonstrated excellence in reporting and writing, and a solid understanding of the needs of IS readers. Also essential is a demonstrated ability to meet deadlines and work productively under pressure. This reporter must be flexible enough to adapt quickly to news events that may change the story direction, and highly resourceful in finding new approaches to IS topics. Also part of this job will be regular travel to user sites and industry conferences. ***Location: Open***

Contact: P. Sheer, Email: jobs@computerworld.com

Director/VP Sales -- Western Region (CXO)

The Director/VP Sales for the western region will be responsible for growing revenue streams of multiple products for CXO Media. This individual must have proven team leadership skills and proven ability to drive revenue, to grow market share and to motivate and manage a senior sales team. He/she will make calls at the highest levels possible and must be skilled at selling compelling, integrated programs to clients and agencies. Candidates should be customer centric, solutions focused, articulate, and comfortable building relationships senior levels. The ideal candidate will possess comprehensive knowledge of the high tech market, extensive contacts in the IT industry, excellent communication skills to motivate a sales team, and the ability to deliver sales strategies to highly sophisticated clients. A minimum of 10+ years of advertising and management experience for a business and/or technology publication is required. ***Location: San Francisco, CA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Producer/Researcher (CXO)

As a member of the CXO Online Production team you will be involved in the regular production of several web sites and newsletters for several technology publications. Will be responsible for tagging of content, markup of content, testing and customer support. Will be involved in creation of new areas of the site, and ongoing creation of newsletters. Required skills: detail-oriented web professional with at least 2 years experience in web production; strong writing, research and communication skills; experience working with online content in production environment needed; proficiency in HTML mark-up, CSS, web graphics production and web publishing technologies; ability to work both independently and in a team and be extremely customer service-oriented. Attention to detail and ability to multitask are critical. ***Location: Framingham, MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Ad Sales Associate (CXO)

CXO Media is looking for a high energy individual to provide sales support to our CIO Magazine sales team. Based in San Francisco, this individual will support two Regional Sales Managers. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have a customer service orientation, strong follow-up and writing skills. Should be proficient with Microsoft Word, Excel, PowerPoint and Lotus notes, and a minimum of 2-3 years business experience. ***Location: San Francisco, CA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Web Developer (CXO)

CXO Media Inc. is seeking a junior level PHP application developer with 2+ years of solid application development experience in a business environment working on large projects. Must be organized, self-motivated, a problem solver, and be able to communicate effectively with customers. The selected candidate will work within a team of developers in the design, development, testing and deployment of web applications under the direction of the Director of IT. Ideal candidate will be skilled in web development using PHP, HTML, and Java Script in Apache/Linux environment. Must have working knowledge of SQL and 2-4 years of web programming in a commercial development environment. ***Location: Framingham, MA***

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Associate Marketing Specialist (IDC)

IDC's Integration, Deployment & Application Strategies (IDeAS) and Services Research Groups are seeking an energetic individual with a "can do" attitude to join the marketing programs team to assist with marketing communications for IDC's worldwide research. This position affords an excellent opportunity to learn about and conduct many aspects of marketing communications within the context of software and services market research. Activities performed in the associate marketing specialist role includes press release writing, promotional writing for email campaigns, developing Web and newsletter content, list management, coordination of event logistics, tracking marketing metrics, maintaining intranet pages, and helping support the IDeAS and Services Group research analysts as well as IDC's sales force. Exceptional written and communication skills are needed as well as the ability to work in a collaborative team environment. The individual in this position will have contact with IDC customers, the press, IDC research analysts and IDC's sales force. For more details, please visit idc.com.
Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Consulting Director, Hardware (IDC)

IDC's U.S. Hardware Consulting practice is responsible for developing and conducting research-based consulting assignments, primarily focused on systems vendors. We are currently seeking a Consulting Director for this practice. The Consulting Director will partner with IDC industry analysts, sales and other IDC groups to develop and manage market research and consulting engagements. Clients will include leading hardware suppliers like HP, Intel and SUN as well as other IT vendors like Microsoft and Cisco with an interest in data center solutions. While the focus of this position is on project management for these projects, the Consulting Director may also be required to provide strategic and analytic support to the projects. The Consulting Director will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements. In addition, the Consulting Director will work with a senior team of consulting management, consulting sales and analysts to develop and maintain IDC's worldwide relationship with a leading hardware vendor. He or she will be expected to monitor IDC's business with the vendor, lead process improvement teams focused on our working relationship, and report on a regular basis to IDC's CEO about the status of our relationship. For more details, please visit idc.com.
Location: San Mateo, CA
Contact: Email: idc_jobs@idc.com

Group VP, Applications (IDC)

The Integration, Development, and Application Strategies Group is looking for a dynamic individual with experience and knowledge about the enterprise applications business to direct IDC's application solutions research team. This individual will be responsible for taking a leadership role in driving research and consulting business for enterprise application solutions (including ERP, CRM, composite and collaborative applications software and services). Responsibilities include managing an active team of analysts, acquiring new clients for subscription research, and driving value-added consulting business. The individual should have proven capabilities to develop new business initiatives, present at industry and vendor forums, raise visibility of thought leadership views on applications technology and business issues, and lead quantitative and qualitative studies on competitive market trends. For more details, please see idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Marketing Development Director (IDC)

IDC's Corporate Marketing department is seeking a dynamic marketing professional for this newly created Marketing Development Director position. This individual will report to the Senior Vice President of World Wide Sales and Marketing. The Marketing Development Director will be responsible for creating and managing a program designed to increase overall annual contract value for all IDV accounts, including managing a "customer care" program, designing specific packaging for certain segments (in collaboration with research and sales management), coordinating IDC resources on larger accounts, and building "return on research" arguments for specific customers. This individual will be responsible for implementing and managing a new IDC leads process, focusing on presenting the US sales force with high-quality, qualified leads by- working with several IDC functional areas (senior sales management and senior research management) to define high-yield opportunities based on customer segmentation and product match; and by working with IT, IDC.com and product group marketing to integrate the leads process and priorities. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Research Analyst (RSH)

IDG Research Services has an exciting opportunity for a research analyst to join the team. The research analyst will be involved in conducting market and media research studies. Responsibilities will include programming of online surveys using an online survey software package, fielding online surveys, developing cross-tabulations in conjunction with the project manager, developing PowerPoint presentations of the data, and working in conjunction with the syndicated analyst to conduct syndicated research requests for the IDG publications. Requirements include excellent attention to detail, strong analytical ability, strong writing skills, basic understanding of statistical methods, and the ability to handle multiple tasks. Qualifying candidates will possess a BA and 2-4 years of relevant experience. Candidates must be PC proficient (knowledge of PowerPoint and online survey software a plus), and have the ability to work independently with a certain degree of creativity. Knowledge of the technology industry helpful. ***Location: Framingham, MA***

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Conference Specialist (WEC)

IDG World Expo is seeking a temporary conference specialist to fill in for four months during a maternity leave. The conference specialist will work with the Conference Chairs to ensure a top quality conference programs for Macworld. Responsibilities will include; the generation and collection of all speaker and keynote agreements, the submission and proofing of conference content for all marketing materials, the maintenance and quality control of conference information in our sales logix database, notification of non-selection for speaking opportunities, completion and maintenance of the conference matrix, working with public relations to provide key conference details for press releases, proofing of all conference related releases, acting as the media liaison for speakers, scheduling of BOF's, the administration of speaker survey evaluation forms, and working with there conference services coordinator to send appropriate communications to speakers. The ideal candidate will have 3+ years of conference experience, excellent organizational skills, ability to deal efficiently and effectively with busy contributors, and outstanding verbal and written communication skills. This position is part-time, 20 hours per week. ***Location: Framingham, MA***

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Event Rebook Specialist (WEC)

The Event Rebook Specialist will collaborate with sales managers, event services, accounting and Group Vice Presidents on events within the IDG World Expo portfolio to develop and execute a plan which achieves the goal of rebooking 70% of current event revenue into the same event in the next calendar year. In this position, you will facilitate and organize the onsite sales process by which exhibitors secure space for future shows. Responsibilities will include assisting in driving the strategy and planning of the process, assembly of rebook and sales kits, the design of communication plans, the creation exhibitor priority order numbers, planning the show shipment, assisting in the design of the layout of the sales office and managing the sales office during the event. You will also be responsible for the development and administration of our VIP program for potential exhibitors. Qualified candidates will possess 2-4 years experience in a sales operations role, preferably managing projects in the events industry. We are looking for someone who has the ability to multi-task, manage multiple projects, and create an environment and that helps our sales team reach and exceed their sales goals. Ideal candidates will have an eye for detail and experience in an entrepreneurial setting. This position also includes travel (20%).

Location: Framingham, MA

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Sales & Marketing Intern (WEC)

IDG World Expo has an exciting, hands-on learning opportunity this fall for a sales and marketing intern in the company's Framingham, MA office. The position provides an exceptional opportunity to actively contribute to marketing and exhibitor sales campaigns across a variety of IDG World Expo's upcoming events. The position requires a commitment of 20 hours per week for a period of 10 – 12 weeks. Responsibilities will include assisting the event marketing manager in fulfilling media trade relationships, writing Web copy, distributing marketing collateral, producing mail merges and fulfillment, conducting Internet research on the marketplace, processing sponsor requests and fulfilling cooperative marketing programs. The intern will also assist the sales manager by conducting and compiling prospect and competitive research, assembling and sending sales kits and providing ad hoc support. Knowledge of standard business software, attention to detail, strong researching skills and enthusiasm a must. This is a paid internship. ***Location: Framingham, MA***

Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Audience Development Manager (WEC)
IDG World Expo has an exciting and rewarding opportunity for a motivated marketing professional to join the team. The Manager, Audience Development will lead the effort to develop and execute a direct response marketing strategy with the goals of increasing revenue and attendance. In this position you will be responsible for building marketing strategy, setting and maintaining attendee and exhibitor marketing budgets, refining target markets through database analysis, researching and identifying strategies for direct mail and email campaigns, developing campaign messaging, managing creative development, as well as measuring results and calculating the ROI for past and future marketing campaigns. You will manage attendee and exhibitor promotion through print, broadcast, outdoor and on-line marketing efforts, and coordinate public relations campaigns, media cross-marketing initiatives and trade group relationships. Part of your role will also include identifying new opportunities for strategic brand extensions and new sources of revenue, and participation in the development of marketing best practices across the organization. In addition, you will be expected to assist in driving the strategic direction of those events in the group. Ideal candidates will possess a minimum of 5 years of experience in marketing communications or technology event marketing and demonstrated ability to work in a team environment, make timely and effective decisions, and achieve measurable results. Budgetary responsibility, vendor management experience, effective communication skills and the ability to write and edit effectively is essential. Some travel required.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

CXO Media

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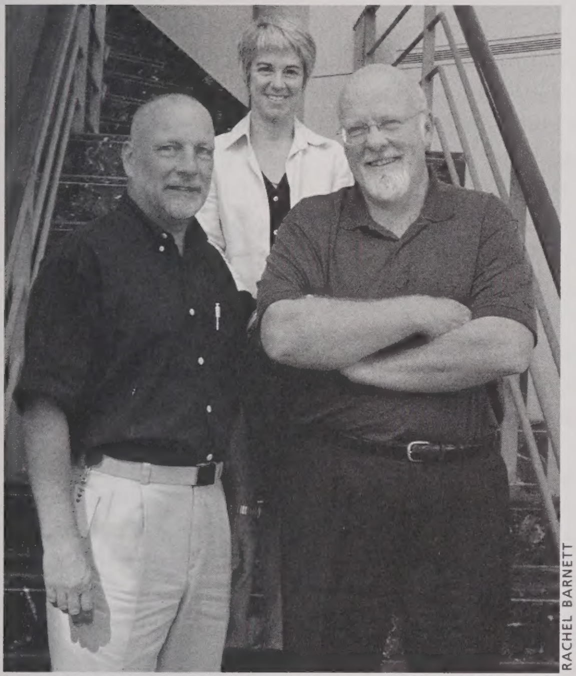

RACHEL BARNETT

(L-R): CXO Media Business Development Manager ***Andy Burrell****, Web Editor* ***Janice Brand****, and VP, Online,* ***Tim Horgan****.*

much? how often?). "We know this is not the only market analysis we need to do, but it helps us focus our thinking. In the future we will be asking the Advisory Panel for reactions to new design options, new information sources and other changes we have planned," Horgan said.

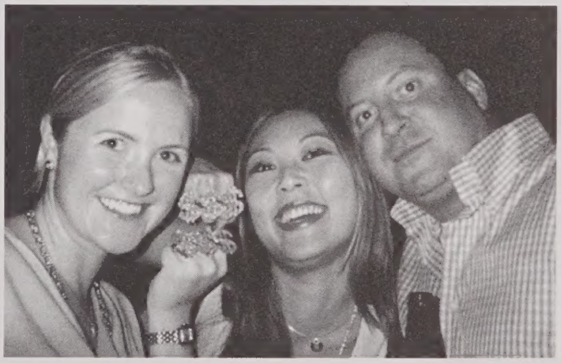
CXO Media is also readying embedded micro sites, called CIO Partner Domains, that are scheduled to debut next month on the CIO and CSO sites and eventually on CMO, CXO Media's new publication and Web site also due to launch in September. "The original idea for these microsites started with our sister sites at Computerworld.com and Network World Fusion," Horgan said. "VP/Online Sales **Lisa Brown** and **Andy Burrell**, our business development manager, are working closely with [Network World Director, Business Development and Advertiser Services] **Susan Cardoza** and [Computerworld Director, Online Sales] **Gregg Pinsky** as they help us learn how to succeed in this new business area."

CXO is also reworking the product mix in its e-commerce CIO Store (www.theciostore.com). Horgan said demand for their CIO Focus Guides (PDFs priced from $300 to $400) is waning, largely because, he suspected, all the readers interested in the guides have already bought them. "We're taking a cue from the success CW has had with their Executive Briefings and are offering sponsorships of Focus Guides to a vendor."

The group is also working on a lower-priced, smaller set of content within each of its 25 Research Centers, where the price, Horgan said, is a "no-brainer. We're focusing these initially in the topic areas we learned were most important from our surveys, and when we have a critical mass of these we may implement a subscription offer for the set. Right now we are experimenting with the product form and price."

Contact Tim Horgan at thorgan@cxo.com. WU

CW celebrates Magazine-of-the-Year win with customer event


Computerworld West Coast Online Sales Manager ***Sean Weglage*** *joins Alex Lee (left) and Julie Shiromizu from Grey Advertising as they show off some of their party favors.*

It was a party, but it wasn't a comeback. In fact, "Don't Call It A Comeback" was the theme of a party *Computerworld* earlier this month held at San Francisco's W Hotel for its top Bay Area clients and agency contacts to celebrate its winning the ASBPE Magazine of the Year award (see *IDG World Update*, July 14).

"There's nothing better for generating buzz than throwing a party at a hip location," said CW Director of Marketing **Matt Duffy**. "This party not only generated buzz among the 100 or so ad agency and client marketers who came but also among those who couldn't make it."

Underneath the fun of a party was the core message about CW's editorial quality being second to none. "There's no doubt in my mind that this event will pay for itself," Duffy said. "If even one media planner who attended or received our invitation has the feeling that 'stuff is happening' at CW, and that carries over into them choosing us over another publication, then we've achieved something."

Not only were *CW* sales reps there strengthening their relationships with their top clients and agency contacts, but CW President, Publisher and CEO **Bob Carrigan** and Editor-in-chief **Maryfran Johnson** also met with them, as did IDG CEO **Pat Kenealy** and IDG VP, Business Development and Operations **Colin Crawford**. "People want to do business with a company that works hard but is also able to have fun," Duffy said.

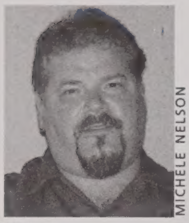
The fun started at the door. Duffy said that some people have referred to the great year *CW* has had as a comeback. The party invitation's tag line was "Don't call it a comeback…been here for years" from an LL Cool J rap. The hip-hop theme carried into the party: the favors were gold chains and rings with dollar signs, and staff gave out LL Cool J CDs and concert tickets.

Write to matt_duffy@computerworld.com. WU

Get your business unit some ink!

The staff of *IDG World Update* relies on employees to submit story suggestions regarding news, "what worked for us" best practices, features, event listings and other items of interest to the IDG-wide community. Ideas and comments welcome at world_update@idg.com.

noteworthy people


MICHELE NELSON

Mylett

IDG WORLD UPDATE

Rhine

LESLIE BACHAND

Rowan

LESLIE BACHAND

Maxey

LESLIE BACHAND

Becker

IDG WORLD UPDATE

Patton

New employees

Previously senior product marketing manager at Capcom Entertainment, **Sean Mylett** is IDG Entertainment's new director of marketing. He graduated from the University of Maryland with a B.A. in liberal arts. He has played guitar and sung in rock bands and enjoys traveling the world. *smylett@idg-entertainment.com*

Charged with developing registration and commerce functions for IDG Web sites, **Andrew Rhine** joins IDG International Publishing Services in Boston as a Java developer, a title he previously held at Open Channel Solutions. A graduate of the University of South Carolina, he earned a B.A. in media arts. He enjoys reading and getting outdoors. *andrew_rhine@idg.com*

IDC Framingham has hired **Lisa Rowan** as program manager, HR Management and Staffing Services; she will be responsible for analyzing the human capital management services market. She was previously director of business development at Genesys Software Systems and holds a B.F.A. from the University of Massachusetts and an M.B.A. from the University of Southern New Hampshire. Lisa enjoys painting on a small scale (on canvas) and on a bigger scale (scenic design for the Walpole [Mass.] Footlighters). She is a long-time a member of the Newburyport (Mass.) Choral Society . *lrowan@idc.com*

Heather Maxey joins IDC Framingham as VP of IDC's Interactive Products and Services group. Previously a consultant with Web marketing firm Maxey Interactive, she holds a B.A. in theater from St. Laurence University in Canton, N.Y. She enjoys windsurfing, poetry and beekeeping. *hmaxey@idc.com*

Previously a treasury analyst with FleetBoston Financial, **Stephen Becker** is now a senior research analyst with the IDC company Financial Insights. He holds a B.A. in philosophy from the University of Kentucky in Lexington and an M.S. in finance from Boston's Suffolk University. Away from the office he enjoys kayaking, sailing and reading. *sbecker@financial-insights.com*

IDC Framingham has hired **Marc McCluskey** as VP with its Energy Insights group. He was previously research director with AMR Research, a research advisory firm. He earned a B.S. in mechanical engineering from Worcester (Mass.) Polytechnic Institute and an M.B.A. from Rensselaer Polytechnic Institute in Troy, N.Y. *mmccluskey@idc.com*

Jenna Talbott is a new designer at CXO Media, a position she also held at *The Boston Phoenix* and *Stuff@Night* magazine. She attended Skidmore College in Saratoga Springs, N.Y., and is currently working on a professional design certificate at the Massachusetts College of Art. She enjoys painting and bargain shopping. *jtalbott@cxo.com*

After taking time away from publishing and corporate life, **Diann Daniel** joins CXO Media as senior copy editor. She previously worked as an editorial associate for Houghton-Mifflin's grade-school reading textbooks group. She holds a B.S. in industrial/organizational psychology from Pepperdine University in Malibu, Calif., studied photography, art and design at Santa Monica (Calif.) College and took continuing education courses in writing and literature at UCLA, Harvard University Extension School and the Cambridge Center for Adult Education. She recently completed a 15-month yoga-teacher training program and enjoys practicing yoga and running. *ddaniel@cxo.com*

Maggie Locher is CXO Media's new editorial assistant. She is a recent graduate of Boston's Emerson College with a B.A. in writing, literature and publishing and a minor in history. While in college she worked as an editorial intern at Pohly and Partners, a Boston custom-magazine publisher. She is currently writing children's books and fiction and enjoys reading biographies and personal essays. *mlocher@cxo.com*

Returning employees

After a nearly two years of living in Paris, **Susannah Patton** returns to her role as senior writer at *CIO* based in San Francisco. She earned a B.A. in French literature from Carleton College in Northfield, Minn., and an M.S. from the Columbia University School of Journalism. Outside the office, she liked to hike, read and go to movies, although "most of the time I am trying to keep up with my two very active boys, Sam, 7, and Tom, 2." *spatton@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Job opening at *Australian PC World*

Australian PC World is looking for an experienced CD editor. Applicants should have a good knowledge of HTML fundamentals, including CSS (note this must be HTML and not just a design package), and good writing skills. Candidates should have an excellent understanding of Windows XP and be familiar with older releases such as Windows 98. The ability to determine the best programs for inclusion on the CD is essential, as well as working with graphic designers to create appealing CD covers.

Duties will include selecting CD content, writing HTML code, testing the CDs, sourcing artwork, and writing descriptions for inclusion on the CDs and related material.

To apply, submit resumes to *Australian PC World* Editor **Amanda Conroy** at amanda_conroy@idg.com.au. Include samples of relevant work or alternatively, Web site addresses, and provide specific details of contributions to the work submitted.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Mary Fanning *Network World*

20

Judy Sutter *PC World*

18

David Hill *IDG International Publishing Services*
David Bromley *IDG World Update*
John Cox *Network World*

17

Sandra Kupiec *Network World*

16

Mike Malone *IDG*
Nancy Sheehan *IDG*
Phyllis Borden *IDC*

15

Brad Christensen *IDC*
Glenna Fasold *Network World*

14

Sven-Erik Remmare *IDG Sweden*

13

Nancy Newkirk *IDG IS*
Roberta Cruse *Network World*

11

Michele Peoples *IDG Research Services*
Thierry Parisot *IDG France*

10

Lizah Aman *IDC Malaysia*
Alice Leightheiser *CXO Media*
MaryKay McIntire *Network World*

9

Danielle Levitas *IDC*
Michael McPhee *CXO Media*
Tom Davis *Network World*

8

Brian Kukowski *IDG*
Andrea D'Amato *Network World*
Maria Koprowska *IDG Poland*
Michael Cousins *IDC*

7

Bing Zheng *IDG Asia*
Michele Putt *IDG Internat'l Publishing Services*
Cynthia Panzera *Network World*
Pia Vaattovaara *IDG Sweden*
Paul Strauss *IDC*
Mark Hall *CXO Media*

6

Zhou Xu *IDG Asia*
Hillary Freeley *Network World*
Jeffrey Caruso *Network World*
Philip Hochmuth *Network World*
Marie Sörberg *IDG Sweden*

5

Laurie Butson *IDG*
Laura Rohde *IDG News Service*
Maggie Cejas *PC World Latin America*
Rafael Iglesias *IDG*
Cushing Anderson *IDC*
Jim Hutson *PC World*
Lisa Shinhira *PC World*

4

Debra Camerato *IDG World Expo*
Michael Beane *IDG*
Gregory Cusack *Network World*
Jami Thompson *Network World*
Laurent Courcoul *IDG France*
Guillermo Lopez *IDG Spain*
Chiara Corridori *IDG Italy*
Carly Suppa *IT World Canada*
Paul Withington *IDC U.K.*
Rachel Barnett *CXO Media*
Jonathan Frappier *CXO Media*

3

Darrell Baker *IDG World Expo*
Manav Sehgal *Network World*
Jane Weissman *Network World*

2

Michelle Lifton *IDG World Expo*
Hiroyuki Ikawa *IDC Japan*
Suzanne Lee *IDG Entertainment*
Jim McNamara *IDC U.K.*
Maria Montalvo *InfoWorld*
Steven Sauer *Network World*

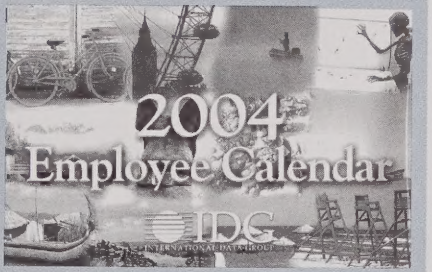
1

Linda Cavanagh *Network World*
Dale Fisher *Network World*
Atsushi Ohno *IDC Japan*
Yukie Hashimoto *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Only four weeks remain in the IDG Calendar Contest

Send in your best photographs for a chance to be part of IDG's 21st Employee Photo Calendar Contest. Here's how:



- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file (pixel dimensions of at least 1500 pixels wide). The higher the compression, the better. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Friday, Sept. 17.

Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S. Electronic images may be sent to world_update@idg.com.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

First, second and third prize winners will receive $250, $150 and $100, respectively.

Questions may be sent to world_update@idg.com.

off line for fun

Quick poll: What's the best career advice you've received?

"The best piece of career advice I received also applies to life in general. A former co-worker of mine at *DigitalNEWS*, Ray Corbin, once said to me, "If you do the best you can, then you should never have any regrets." I got this advice more than 16 years ago and almost every day of my life I remember what he said. I always try to do the very best job that I can, no matter what it is, so that in retrospect I can feel good about the outcome."

— Debbie Winders, VP, Circulation, Computerworld

"'Focus on doing the right things, instead of doing [less important] things right,' my first boss Erik Kofod said when he mentored me into becoming a manager. I have tried to live by that sentence ever since. Kofod himself went on to become CEO of the leading Danish management institute, the Danish Management Forum."

— Per Andersen, group VP and managing director, IDC Nordic

"'Be hard on the issue, and soft on the person.' This was given to me by the managing director of Xerox UK when I took on my first line field manager role at age 25, and I have never forgotten it."

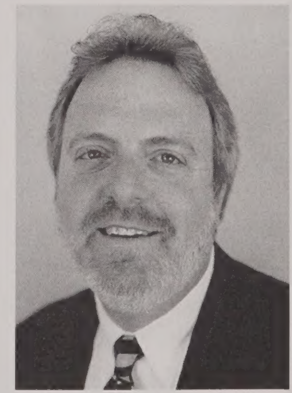
— Keith Henry, group VP, IDC U.K.

"A former manager told me years ago: 'Never burn your bridges. You just never know who you'll meet up with again!'"

— Nancy Percival, VP, IT Careers

"[Network World President/Editorial Director] **John Gallant** said this to me early in the downturn: 'Without WWII, Winston Churchill was just a chubby little prime minister.'"

—Evilee Thibeault, CEO & publisher, Network World



"Having been at IDG for 18 years and worked with or for [PC World President and CEO] **Jeff Edman** for most of those years, it's not surprising the best advice I can think of came from him. Simply put, 'have the best interests of your people at heart, and the rewards will come back to you.' I've seen him practice it as CEO of PCW, and I've tried to live by it as well. I'm sure it's the reason PCW has been able to recruit such good people and have them want to stay a good long time."

— Bob Ostrow, publisher, PC World

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Shelley Ballarino *IDG World Expo*
Lori Piscatelli *CXO Media*
Ruth Sager *IDC*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG World Update

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WWW.IDGCENTRAL.COM

IDG business unit leaders convene at WWMM in Beijing

It may have been IDG Chairman **Pat McGovern**'s 89th trip to China, but it was the first for many of the 125 IDG country managers and senior executives gathered in Beijing last month for the bi-annual IDG Worldwide Managers Meeting. Managers spent three days gaining a greater appreciation for IDG's significant presence in China, assessing IDG's worldwide business and developing ideas for the future. Evolving reader patterns, the rise of consumer influence and community-building underscored the discussions.

Get together in China
See you at China Computerworld
相聚在中国

IDG WORLD UPDATE

Some of the hosts and managers who met at the China Computerworld offices included (l-r): China Computerworld Publishing & Servicing Co. VP ***Guo LinXia****, PC World China Editor-in-chief* ***Huang Weimin****, China Network World Publisher* ***Jin Jianzhong****, China Computerworld Publishing & Servicing Co. VP* ***Chen Mei****, China Computerworld Publishing & Servicing Co.* ***Liu Jiuru****, Network World President & Editorial Director* ***John Gallant****, PC World VP/Editor-in-chief* ***Harry McCracken****, Network World CEO & Publisher* ***Evilee Thibeault****, IDG Germany Group Publisher* ***Stephan Scherzer*** *and China Computerworld Advisor* ***Tang Baoxing****. In 1980, IDG became the first company of any kind to sign a joint venture agreement in China, and today China Computerworld Publishing & Servicing Co. is the country's largest IT publisher.*

McGovern opened the meeting with an overview of the evolution of the IT industry and his corporate philosophy. He said that the advent of broadband and wireless capabilities, through which information is available 24/7, is a major step toward helping IDG carry out its mission of having IT increase the quality of life. "We can touch so many more people than we have in the past because of the various ways they can now access information."

McGovern talked about IDG's corporate goals (customer service, employee support, business growth and financial security) and the major strategies for achieving those goals in the years ahead:

- **Increase user-based revenue from 35% to 75% of total corporate revenue by 2020**. "The market for information sales is double the marcomm market. Focus on it!" he said. This can be

continued on page 4

Great ideas have a home on the Best Practices Exchange

If you've tried something that works well at your business unit — a new marketing approach, a motivational tactic, a revenue-generating online product — chances are someone at another IDG office could benefit from your experience. Now there's an easy way to share all those good ideas that are percolating around the world: the Best Practices Exchange on IDG's intranet, IDG Central (www.idgcentral.com).

IDG VP/Business Development & Operations **Colin Crawford** introduced the Best Practices Exchange at last month's Worldwide Managers Meeting, noting it was a way for employees at any level to learn from each other though they may not usually deal with each other in IDG's decentralized structure.

The Best Practices Exchange is open to employees across all functional areas and product lines. Submissions may relate to virtually any aspect of IDG business: editorial, art/design, sales/marketing, circulation/audience development, production, technology, business development, finance/operations, human resources, research, events, customer service, etc. The idea will be reviewed and revised if necessary by an editor before posting. In addition to text, employees can attach supporting files of any type, including Word docu-

continued on page 2

Last chance!

2004
Employee Calendar
IDG

The deadline for submitting photos for the IDG Calendar Contest is Sept. 17. See details on page 2.

in brief newsworthy

July profit margin list

Each month, *IDG World Update* publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central at www.idgcentral.com. If you do not have a login and password for the site, you may request one online.

CW/IW publications
1. *Computerworld Bulgaria*
2. *Le Monde Informatique* (France)
3. *China Computerworld*
4. *Australian Computerworld*
5. *Computerworld New Zealand*

PC World publications
1. *PC World Italia*
2. *Windows Server World* (Japan)
3. *PC World New Zealand*
4. *PC Tipp* (Switzerland)
5. *PC World U.S.*

Macworld publications
1. *Macworld U.S.*
2. *Macworld U.K.*
3. *Macworld Espana* (Spain)
4. *Macworld Italia*
5. *Macwelt* (Germany)

Networking publications
1. *Network World Japan*
2. *China Telecom World*
3. *China Network World*
4. *Networld* (Poland)
5. *Network World* (U.S.)

Reseller publications
1. *China Computer Partner World*
2. *Australian Reseller News*
3. *New Zealand Reseller News*
4. *Dealer World* (Spain)
5. *Distributique* (France)

Gaming publications
1. *GameStar* (Germany)
2. *GameStar* (Hungary)
3. *GamePro* (Germany)
4. *GamePro* (U.S.)
5. *GameStar* (Czech Republic)

CIO publications
1. *CEO & CIO* (China)
2. *CIO Japan*
3. *CIO Australia*
4. *CIO Singapore*
5. *CIO New Zealand*

Photo Calendar deadline is Sept. 17!

Enter the 21st IDG Employee Photo Calendar contest! First, second and third prize winners will receive $250, $150 and $100, respectively. Here's how it works:

- Submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file (pixel dimensions of at least 1500 pixels wide). Save JPGs using the highest quality image setting with the least amount of data compression.

- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.

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- **Please note: photos will not be returned.**

- If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

- Questions may be sent to world_update@idg.com.

Best Practices

continued from page 1

ments, Excel spreadsheets, Powerpoint presentations, PDFs and audio/video clips.

Among the several dozen ideas already online:

- GamerHelp.com, a gaming strategy site offering user-submitted/authored video-game strategy guides and walkthroughs on all gaming platforms.
- Beat assessment and beat development worksheets from the IDG News Service.
- Tips on motivating and rewarding sales staff.
- A Continuous Process Improvement training program that helps employees cut project costs and/or increase productivity.
- Partnering with an outside vendor to sell software and build online revenue.
- Testing journalist candidates with a mock news event that engages current staff.

A proven idea, no matter how briefly summarized, is fair game for the Exchange. The authors provide contact information so that interested peers can connect with them for more details if needed.

The Exchange supports full-text and can be browsed by Function (i.e., Print vs. Online vs. Research), Purpose (i.e., Revenue Generation, Cost Savings), Product Line and Author. Employees can select the topic areas of most interest to them and receive e-mail notification of relevant postings.

"I encourage you to use the Best Practices Exchange and hope you will encourage your staff to do so," Crawford told the IDG managers last month. "We want to make this a great repository of ideas generated throughout the organization."

To encourage submissions, Crawford will review all postings and pick a winner monthly to showcase on the IDG Central home page and in *IDG World Update*. Every six months he'll select a grand prize winner who will receive an iPod or equivalent digital music device. This month's featured ideas are "Using Web logs to build traffic and community" from *Macworld* Editor-in-chief **Jason Snell** and "Original staff-written online columns" from PC World VP/Editor-in-chief **Harry McCracken**.

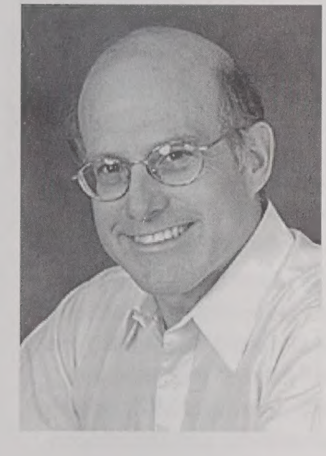
Crawford and staff at IDG International Publishing Services in Boston collaborated on developing the Exchange, with primary design by Domino Developer **Patrick Kenney**.

If you don't yet have an IDG Central password, request one online at www.idgcentral.com. For more information contact Colin Crawford at colin_crawford@idg.com or write to idgcentral@idg.com.

the interview

one on one

Howard Sholkin
The director of IDG's Corporate Communications group is this week's guest columnist. Reach him at howard_sholkin@idg.com.



> *"This year, IDG's editorial and design quality has been recognized by trade and professional associations and the media with more than 135 awards in the U.S., almost twice as many as our competitors CMP Media, Ziff-Davis, TechTarget and Cnet combined."*

Q What is the role of IDG's Corporate Communications group?

A Corporate Communications serves both IDG executives and business units primarily in the U.S. While communications or public relations support and counsel to management and businesses is a major responsibility, it is not the only one. Corporate Communications produces the IDG Media Kit, the equivalent of a corporate brochure covering media, research and events worldwide that will be available this month. We maintain the idg.com site, facilitate IDG's participation in trade associations such as American Business Media, Magazine Publishers of America, and the Interactive Advertising Bureau, and produce a corporate video.

Q Who are the other members of the Corporate Communications team and what are their responsibilities?

A I joined IDG last September and hired two people to fill openings in the department. **Teresina Cardamone** is a communications assistant and **Susanna Hinds** is a communications manager. Teresina is a recent graduate of Simmons College and Susanna brings to IDG more than 12 years of communications experience at MIT and Sterling Hager, a PR agency.

Teresina led the Media Kit data collection and production effort and also serves as our Webmaster and editor. She also helps produce the daily Press Summary that contains major stories about IDG, its competitors, the media, events and research industries, and the technology industry.

Susanna shares PR responsibilities with me providing support and advice to **Pat McGovern** and the management team as well as various business units. She was a major contributor to the media program that led to prominent articles on Pat McGovern and IDG earlier this year in *Fortune*, *Newsweek*, and *The Boston Globe*. Recently, Susanna has helped *Macworld* and IDG Entertainment with editorial opportunities.

Q How do you seek to differentiate IDG from its competitors when speaking with journalists?

A IDG is in an enviable position because most reporters know that we are a force in technology media, research and events. We are a "go to" resource for trade industry reporters in the U.S. regarding international business and trends in the business-to-business media. IDC is at the top of the list of reporters in the business media and news dailies seeking data on and insight into the technology industry.

We also try to differentiate IDG through excellent service. If a PR professional consistently provides appropriate information and interviews in a timely fashion, a reporter is more likely to rely on that PR pro in the future.

Q What are the key messages you seek to convey to the media regarding IDG?

A For the past several decades, IDG has established itself as the premier global technology media, research and events company. This year, IDG's editorial and design quality has been recognized by trade and professional associations and the media with more than 135 awards in the U.S., almost twice as many as our competitors combined (CMP Media, Ziff-Davis, TechTarget and Cnet).

For the past four years, *Fortune* magazine has selected IDG as one of the "100 Best Companies to Work For." It is coveted recognition that is impressive for clients, prospects, prospective employees and the media and technology industries.

Q How does your group work with the various IDG business units both in the U.S. and abroad?

A Corporate Communications regularly supports media relations activities in business units. For example, we helped *Macworld* with its *Playlist* supplement announcement and IDG Entertainment obtain coverage for its 12th annual white paper on the gaming industry. Corporate Communications also manages IDG's relationships with the CMO Council and a few publishing trade associations.

Though our efforts are concentrated in the U.S., Corporate Communications led the announcement of the IDG and Reed Business Information partnership in China and has helped with PR around IDG's launch of a venture capital fund in Vietnam.

Q How do you balance promoting IDG as "the sum of its parts" with the importance of maintaining IDG's individual brands?

A IDG's fiercely autonomous business unit structure lends itself quite well to the development of individual brands such as *Computerworld, CIO, PC World*, Macworld and LinuxWorld conferences and shows, and IDC. With this product line emphasis, the IDG brand and the strength of its combined media, research and events are not well known.

continued on page 7

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman Pat McGovern and IDG CEO Pat Kenealy, will be passed along anonymously. Write to world_update@idg.com.

765 banquets result in a lot of business

IDG Chairman **Pat McGovern** teamed up with IDG China President & CEO **Hugo Shong** to outline IDG's history in China since 1980, China's economic boom and IDG's future there. "It's easy for an American to be an established magazine publisher in China," Shong joked. "All you need to do is make 88 trips, stay 895 days, host 765 banquets, hold, 4,425 meetings and invest $30.5 million! But Pat has established very good government relationships, and relationships are the key to doing business in China. When the leadership changes, he has been able to make new connections."

In addition to its robust publishing and events business, IDG started one of the first venture capital firms in China in 1992. Its 55% annual return has made it rated the most active and successful VC firm in China by the Venture Capital Association. In addition to expansion of all its current operations, IDG will be investing in a periodical distribution business as well as a TV production and advertising company.

Worldwide managers meeting

continued from page 1

achieved through IDG's traditional business, user-based programs like IDC's Insights groups and creating ways for users to exchange information with peers. "There's a gold mine in your reader base," McGovern added. "Tap into this group effectively, sell Webcasts, have a membership area and give them information on their mobile phones."

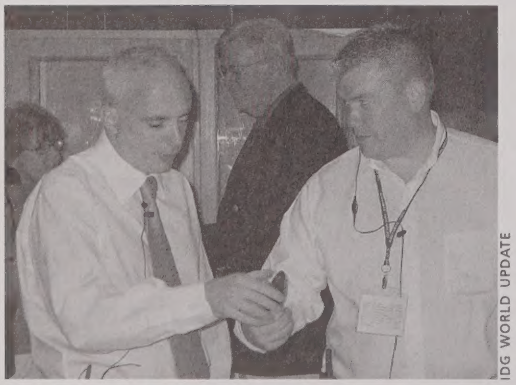
- **Increase community building.** This can be done through events, conferences and expos. McGovern said he expects IDG's involvement in Web-based conferences to grow dramatically.

- **Expand branded information services globally.** IDG's primary product lines will continue to be found in more countries worldwide. Since they resonate personally with readers, McGovern expects good growth potential in job-specific titles such as *CIO*-type publications.

- **Increase the percentage of advertising/sales revenue from online services from 14% in 2004 to 80% in 2020**. Noting that online services produce measurable ROI statistics for clients, McGovern said IDG needs to be the world's leader in e-newsletters, electronic publications and distributing information via mobile and Internet-access appliances.

IDG VP/Business Development Operations **Colin Crawford** demonstrated the new Best Practices Exchange to promote employee knowledge sharing on www.idgcentral.com (see article page 1).

IDC SVP/International **Philippe de Marcillac** conducted a mini Briefing Session on the global IT market and technology hotspots. Worldwide IT spending will grow at 6% to 7% for the next few years, but there is a huge variation in growth rates among countries, he said. While the most significant emerging markets for IT vendors are China, India, Russia, Brazil and Mexico, there is still lots of value for IDG's customers in mature markets, he said. The top three megatrends that IDC has identified for future IT growth are Dynamic IT (in which IT is more responsive to enterprise needs), globalization/offshoring and non-computer communications devices for consumers. IDC plans to do more work in the consumer space in the next 18 months.



IDC's ***Philippe de Marcillac*** *(left) checks his microphone with IDG Network Manager* ***Brian Smyers****.*

During a *Digital World* panel, managers from the U.S., Germany, France and Spain talked about the approaches they've taken in launching a consumer electronics publication. They and the audience debated the challenges in trying to target such a publication — should it be a lifestyle or a "techie" title? PC World U.S. President & CEO **Jeff Edman** said his team didn't want a strong lifestyle bent for their upcoming *Digital World* supplement. "We opted for content that focused on tools that would help readers enhance their lifestyle, not tell them how to live their lifestyle, just like *PCW* doesn't tell people how to run their businesses."

IDG WORLD UPDATE

IDG Germany Group Publisher ***Karin Giffhorn****, IDG Switzerland Managing Director* ***Gebhard Osterwalder*** *and IDG Germany Managing Director* ***York von Heimburg*** *mingle at the opening reception.*

Three "Great Ideas" workshops on the last day focused on new business opportunities. CXO Media CIO **Mark Hall** described the CIO Executive Council, a member-led, professional organization that facilitates advocacy opportunities and knowledge sharing for CIOs across all industries and around the world. Launched in April, the council turned a profit in July. It generated much excitement among international business unit managers who will be able to sell membership to their CIO-level customers. IDG Entertainment President **Dan Orum** talked about creating a print/online subscription bundling package for a licensing deal it has with Lucasfilms for the *Star Wars Insider* fan magazine and its Hyperspace.com site. InfoWorld President & CEO **Kevin McKean** proposed a master indexing system for online stories across IDG that could bring cost savings and revenue opportunities to all business units.

Throughout the sessions, cautious optimism about market conditions prevailed, with an important caveat. "The IT market is coming back, but in a different way," Kenealy said. "People's information consumption patterns are changing. Our business won't come back, too, unless we adapt our businesses to the changes accordingly."

Network World CEO & Publisher **Evilee Thibeault** came away from the meeting with two major im-

continued next page

September 6, 2004

Account Executive (GMG)

IDG Entertainment is seeking an Account Executive to work closely with our National Sales Manager in our New York City office. Responsibilities include sales support, servicing both existing and potential clients and prospect for new business in partnership with the National Sales Manager. Sales support includes setting up meetings, preparing media kits, completing RFP's and maintaining a database of over 300 accounts. Candidates should have a strong phone presence and the ability to make effective prospecting/cold calls. Two+ years of advertising/publishing and a bachelor's degree a must. You MUST indicate EC Account Executive in the subject line when applying to this position. ***Location: New York, NY***

Contact: IDGE Sales Jobs, Email: salesjobs@gamepro.com

Associate Art Director (GMG)

GamePro magazine, the leading multiplatform video game magazine for the past 15 years, is looking for a self-motivated, high-energy, detail-oriented Associate Art Director to design all editorial pages as well as related collateral. At least 4-5 years publishing experience with expert Mac OS X skills in InDesign, Photoshop, and Illustrator a must. You will also be managing a Designer as well as Design interns; so quality-managing skills are also a must. Proficiency in Filemaker, Word, Power Point, and Excel preferred. Indepth knowledge of the video game industry and its products, and mass pop culture required to effectively do your job. Web graphics experience a plus, but not essential. Send resume and samples (URL links or PDFs) to fmao@idg-entertainment.com. Please, no direct phone calls. You MUST indicate Associate Art Director in the subject line when applying to this position.

Location: Oakland, CA

Contact: F. Mao, Email: fmao@idg-entertainment.com

Associate Editor (GMG)

IDG Entertainment is seeking an Associate Editor to join the Gamestar editorial staff. The Associate Editor is responsible for managing, writing, and editing assigned sections of Gamestar magazine. Candidates must have thorough knowledge and experience with videogames and/or movies, music, and consumer electronics. Two to 3 years of editorial experience, polished inter-personal skills, and strong writing and editing skills in English required. Experience in the publishing field, with video capturing/editing programs and general PC/Mac knowledge a plus. Gamestar magazine's audience is the adult male gamer aged 25-35. Ability to understand this generation is a must. You MUST indicate Associate Editor in the subject line when applying to this position.

Location: Oakland, CA

Contact: IDGE Edit Jobs, Email: editjobs@gamepro.com

Circulation Coordinator (GMG)

IDG Entertainment is seeking a Circulation Coordinator who will provide excellent customer service for three magazines and administrative support for the Circulation team. The ideal candidate for this position will be a detail-oriented team player that has excellent written and verbal communication skills. Responsibilities will include: handling all customer service via phone, written correspondence and email, analyzing customer service issues and trends, updating weekly reports, tracking and analyzing competitor information, preparing reports and/or spreadsheets, taking meeting minutes, light copy editing, department scheduling and other administrative duties. He/she must have excellent interpersonal skills and be able to work independently. Strong MS Office and Excel skills are a must. A minimum of 3 years of customer service experience and basic understanding of magazine circulation is required. You MUST indicate Circulation Coordinator in the subject line when applying to this position.

Location: Oakland, CA

Contact: IDGE Circ Jobs, Email: circjobs@gamepro.com

Circulation Promotions Manager (GMG)

IDG Entertainment is seeking a Circulation Promotions Manager to manage all aspects of subscription promotions for three paid consumer magazines. Responsibilities include promotion planning and execution, vendor negotiations, campaign analysis/reporting, inventory control, and budgeting. Ideal candidate will have 5+ years experience working with direct mail, online promotions, renewals, bills, inserts, gift programs, subscription agents, ABC and financial reporting. He/she must be creative, efficient, and organized with excellent written/verbal communication skills. Strong analytical skills as well as the ability to prioritize and handle multiple projects in a fast-paced environment are a must. You MUST indicate Circulation Promotions Manager in the subject line when applying to this position. ***Location: Oakland, CA*** **- Contact: IDGE Circ Jobs, Email: circjobs@gamepro.com**

Online Sales Associate (GMG)

IDG Entertainment is seeking an Online Sales Associate to join the sales team in Oakland, CA. This position will report directly to the West Coast Online Sales Manager. You will be responsible for lead generation, helping coordinate and facilitate meetings, RFP generation and overall territory and account/client management. This individual will work side-by-side with the Sales Manager to increase overall online advertising sales and revenue throughout the West Coast. If you are looking to expand your sales experience and eventually have a territory of your own, this is the job for you. Requirements are a minimum of 2 years sales experience or media/agency experience, online advertising knowledge is a must, strong phone, organization and personal skills. Computers skills: MS Office, Lotus Notes and Powerpoint. Looking for an individual who is a go-getter, someone who can take the ball and run and help generate new business. You MUST indicate Online Sales Associate in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: IDGE Sales Jobs, Email: salesjobs@gamepro.com

Multimedia/Online Content Producer (GMG)

IDG Entertainment is seeking a Multimedia/Online Content Producer to join the Gamestar editorial staff. The Multimedia/Online Content Producer is responsible for managing and obtaining PC demos, music, and movie content for Gamestar magazine's CD and website. The producer must also manage the overall flow of content between the magazine, CD and website. A thorough knowledge and experience with videogames and/or movies, music, and consumer electronics as well as previous experience working in online (light HTML knowledge) required. Over 2-3 years experience in the publishing field, polished inter-personal skills, and strong writing and editing skills in English, and experience with video capturing/editing programs and general PC/Mac knowledge also required. Gamestar magazine's audience is the adult male gamer aged 25-35. Ability to understand this generation is a must. You MUST indicate Multimedia/Online Content Producer in the subject line when applying to this position. ***Location: Oakland, CA*** **- Contact: IDGE Edit Jobs, Email: editjobs@gamepro.com**

Sales Manager (GMG)

IDG Entertainment has an exciting opportunity for an East Coast Sales Manager in our NYC office. This position will manage a strictly gaming account list for the East Coast and Midwest territories. Responsibilities include relationship building, entertaining, prospecting and servicing both potential and existing business, and maintaining a database of approximately 100 accounts. Must be a talented sales professional with 3+ years of proven experience in a sales, publishing, ad agency or media environment. Qualified candidates must be organized, highly motivated, detail orientated, self starting with a strong customer service approach and must have the ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Bachelor's degree required for this position. Must have working knowledge of MS Office. You MUST indicate EC Sales Manager in the subject line when applying to this position. ***Location: New York, NY***
Contact: IDGE Sales Jobs, Email: salesjobs@gamepro.com

Senior Editor (GMG)

IDG Entertainment is seeking a Senior Editor to join the Gamestar editorial staff. The Senior Editor is responsible for managing, writing, and editing assigned sections of Gamestar magazine. Previous personnel management experience required as responsibilities include supervising junior editors. The Senior Editor must have thorough knowledge and experience with videogames and/or movies, music, and consumer electronics. Over 3-5 years experience in the publishing field, polished inter-personal skills, and strong writing and editing skills in English required. Experience with video capturing/editing programs, general PC/Mac knowledge a plus. Gamestar magazine's audience is the adult male gamer aged 25-35. Ability to understand this generation is a must. You MUST indicate Senior Editor in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: IDGE Edit Jobs, Email: editjobs@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Client Service Representative (IDC)

The Interactive Products Group is seeking a Client Service Representative to assist both external and internal clients using IDC's web site and intranet deliverable. Key responsibilities for the position include providing technical/customer support to external and internal customers, responding to emails, answering phone calls and assisting with account fulfillment. The successful candidate will possess excellent writing and oral communication skills including experience with call and bug tracking, problem verification and testing. As a key interface with many IDC clients, the Customer Service Representative will work both collaboratively and independently, demonstrating strong attention to detail. The ideal candidate will have prior experience in a customer service/call center environment, preferably for a software or web-based product. An interest in technology will be extremely helpful. At least five years of customer service experience and a college degree are preferred. This position is based in Framingham, MA and does not require travel. Relocation is not available. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Program Manager, Learning Services (IDC)

IDC is seeking a Program Manager to lead it's internationally recognized Learning Services Research team. Companies hoping to flourish in the knowledge economy realize that they must effectively link human performance to primary business drivers. IDC's Learning Services Research explores the changing purchase patterns of these organizations and the technological and service innovations that will propel vendors into market-leading positions. The Program Manager is responsible for setting the course of the learning services program and the specific research agenda. The program manager will define and deliver research documents and consulting projects on behalf of vendors selling learning services, content, and software to the corporate market, as well as to the buyers they serve. The role has many client-facing and industry-facing responsibilities, including building the reputation of the program and partnering with sales and marketing staff on business development activities. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Sales Manager/Director – Global Financial Accounts (IDC)

IDC's Global Financial Sales team is seeking a success oriented Sales Manager/Director to focus on selling IDC's research products to some of IDC's largest Global Financial Accounts. This Sales Manager/Director will be responsible for generating and managing approximately $3.5m in revenues (renewals and new business development), and building strategic relationship in the Global Financial Accounts. As a member of a collaborative team, this individual will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC (researchers, consultants, other sales professionals). Additionally, this sales professional will be expected to establish and maintain collaborative relationships with IDC global colleagues and clients. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. This position will report to the Vice President, Global Financial Sales. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Senior HR Representative (IDC)

IDC is seeking a Sr. HR Representative to partner in supporting the U.S. Research Group which includes more than 200 individuals across IDC including administrative, analyst, and marketing groups. The Sr. HR Rep will have specific responsibility to four Group Vice Presidents and their organizations. The individual will partner with group management in the following areas: recruitment, compensation planning, performance review and management, organizational development and employee relations. Specific roles will include: recruiting for analyst, marketing and administrative roles including facilitating manager and interview team involvement and setting recruitment strategy; working with managers on annual and quarterly compensation reviews and advising managers and employees on compensation inquiries; monitoring the annual performance appraisal process and advising managers and employees in performance management situations; assistance with and response to inquiries regarding policies, procedures, payroll and benefits issues; spearheading human resources initiatives relevant to the client group including job family metrics and incentive plan development. We are seeking individuals with 4 - 6 years of HR experience with at least two of these years providing services as stated above to a dedicated client group independently. Experience in the professional services, consulting or technology industries is preferred but not required. Based on the partnership model, we are looking for individuals who enjoy collaborating and have strong communication and organizational skills. A Bachelor's degree is required. The role is based in IDC's Corporate Headquarters in Framingham, MA and minimal travel is required. To learn more about IDC, please visit our website at www.idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Senior Analyst Account Manager - Investment Research Services (IDC)

The Global Access Group is seeking a Senior Analyst Account Manager to become part of a team that supports our technology clients with IDC research. This position affords an excellent opportunity to work with a portfolio of major accounts to deepen client relationships, manage deliverables and achieve maximum business results. The position will require the development of in-depth knowledge of IDC research and client needs. The Senior Analyst Account Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working proactively with client contacts to develop business and to define new service offerings. The Senior Analyst Account Manager will have significant contact with senior level clients at investment banking and VC firms, IDC Research Analysts on a global level, and the IDC sales teams. Please see idc.com for more details.
Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Senior Research Analyst – IT Markets and Strategies (IDC)

IDC's Global Research Organization is seeking a Senior Research Analyst for the IT Market and Strategies Program in the Global Research Group, which manages several of IDC's highest profile products. These include the IDC Black Book, which rolls up all of IDC's market numbers across 55 countries and 40 technology categories, The New Economy, which analyzes the impact of IT and internet technology on the global economy, as well as other market analysis studies. This individual will participate in global research and consulting projects, be responsible for economic analysis and modeling, client support as well as public speaking engagements. This person will be part of a close-knit team that interacts on a daily basis with IDC regional and country offices, as well as with all of IDC's research groups. This position will report to the Research Director. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Account Executive (IFW)

This is a great opportunity for an individual wanting to advance a career in advertising sales. Account Executive responsibilities include sales support, servicing existing accounts, prospecting new clients, and breaking new business. Working for and in partnership with the Regional Account Manager, s/he will organize sales presentations/RFP's, conduct research, chase insertion orders and close sales. Qualified candidates will have excellent interpersonal, organizational and customer service skills. Candidates should have a strong phone presence and the ability to make effective prospecting/cold calls. Please have at least 1 year of prior sales experience. Familiarity with the high tech market and sales automation tools are a big plus!
Location: San Francisco, CA **- Contact: Job Opportunities, Email: jobopps@idg.com**

Production Designer (IFW)

InfoWorld seeks a production designer for the IT industry's leading newsweekly. An entry-level position, the production designer's responsibilities will include magazine page layout and text styling for various editorial sections using Quark XPress, preparing graphic files in Adobe Photoshop, as well as assistance with various advertising design projects for the marketing department. Working within a tight weekly schedule, s/he must be able to handle multiple deadlines. Other duties will include helping with general art department tasks, including sending out magazine tearsheets and assisting other designers as needed. The ideal candidate will have at least one year of experience in a business environment, preferably working in an art/design department; familiarity with Adobe Illustrator is a plus. Please send a cover letter, your salary requirements and resume to jobopps@idg.com. Please reference "IFW Production Designer" in subject line. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Account Executive (ITC)

IT Careers has an exciting opportunity for a motivated sales professional to join a growing team. The Account Executive position is an inside sales role with a heavy emphasis on online sales, combined with selling print. Individuals in this role will be responsible for prospecting new clients, maintaining and growing install base accounts, providing research and closing sales for both online and print products. Qualified candidates must have 1 to 3 years selling online and print advertising, a strong phone presence, excellent communications, interpersonal and customer service skills. Individuals must be able to work independently and as a member of a territory sales team. Familiarity with the hightech market a plus! ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Director, Recruitment Advertising Sales (ITC)

IT Careers is looking for a Director of Recruitment Advertising Sales to help lead our sales efforts and grow our business in an exciting new direction. The Director will be responsible for their own sales territory, and will also manage and coach three regional sales managers. This high level sales professional will be responsible for developing and driving several million dollars of online and print revenue. As a member of a collaborative team, the Director will be responsible for developing an in-depth knowledge of IT Career's products, with heavy emphasis online but also includes print. The individual will prospect for new and incremental opportunities, be responsible for closing business, follow up on customer relations, as well as set and manage the sales goals of the three regional managers. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. Ideal candidates will posses 8 plus years of experience in online recruitment and media sales. A proven record of generating new business is critical. Candidates must have significant understanding of the online recruitment market. Proficiency in sales management, territory management skills and sales automation tools, i.e., Notes, Excel, Word, Powerpoint. Candidates must have exceptional presentation and communication skills (written and verbal), as well as, superb organizational skills. This position will be based out of IT Career's Framingham, MA office and will require significant travel. ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Sales Associate (MAC)

The Sales Associate will provide multi-functional support to the Online Sales team. Major responsibilities include handling RFP's, interfacing with Ad Operations, handling client reporting, and general administrative and office support. In addition, s/he will review traffic data, ensure billing system accuracy, and update weekly on-line forecasts and reports. Strong communication and top-notch organizational skills are required. Candidates must be flexible, motivated to learn, and able to work well under pressure. Familiarity with publishing and/or advertising would be ideal. Mac literacy with a firm knowledge of Word, Excel, PowerPoint, email and the Internet are required.
Location: San Francisco, CA **- Contact: Job Opportunities, Email: jobopps@idg.com**

Online Account Representative (MAC)

Mac Publishing seeks a motivated team-player to sell advertising for its online properties. The Online Account Representative will maintain and grow existing online accounts and revenue, as well as prospect heavily for new business. S/he will be responsible for forecasting business, managing a client database and working closely with the print and marketplace teams to promote multi-platform packages. Qualifications include proficiency in Mac OS, Excel and PowerPoint; a solid understanding of the internet; relationship selling experience; and demonstrated closing skills. The ideal candidate will have excellent communication and organizational skills and familiarity with the Mac market and/or interactive ad agencies. A minimum of 2 years sales or agency experience is preferred. Position is predominately telephone/email sales with some travel. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Account Manager (NWI)

We are expanding the Network World Events and Executive forums Sales team and are adding an Events Regional Account Manager to the West Coast territory. This position will be located in our Oakland, CA office. This position offers a unique opportunity combining inside sales, face-to-face selling and account management. Qualified candidates must have prior inside/outside sales experience and a proven track record effectively closing sales and maintaining accounts and positive customer relationships. Ideal candidates must have strong organizational, communication and presentation skills. Individual must be able to effectively work independently and as a member of the sales team. The ability to develop new accounts as well as grow exciting business through integrated programs is required. Prior trade show and conference experience as well as other media sales is preferred. Familiarity with the networking industry is also a plus. Position requires travel and offers opportunity for growth. Come join our exciting team! ***Location: Oakland, CA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Client Services Manager (NWI)

Network World is seeking an energetic and detail-oriented individual to join our fast growing Custom Publishing group. This is an excellent opportunity for an individual with superior analytical and customer service skills, who enjoys working in a fast paced and collaborative environment. Using their superior project management skills, the Client Services Manager will work closely with our print and online sales teams to implement and execute our integrated media campaigns, which include analyzing and reporting on media and messaging, managing project deliverables and fine tuning processes. Candidates must have 5-7 years experience in sales and/or marketing, preferably in interactive media, be highly organized, have a strong attention to detail and posses excellent verbal and written communication skills. A BS degree and the ability to work within a deadline driven, team oriented department required. Agency experience a plus. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Sales Coordinator (NWI)

Network World has an exciting opportunity for a seasoned sales coordinator to work with our Online and Custom teams. The Sales Coordinator will support the sales teams' efforts in all facets from pitch to close and post-sales reporting. Responsibilities will include: assisting with RFP's, processing insertion orders, coordinating details with appropriate departments, and campaign reporting and optimization. This position will assist in building systems for tracking work in progress and have significant interaction with clients and agencies. This opportunity requires familiarity with online media, and 3+ years of an agency or sales support role. Strong computer application skills (MS Word, Power Point, Excel, etc.) and a BA or BS degree are required. ***Location: Southborough, MA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Retention Marketing Coordinator (PCW)

PC World is seeking a Retention Marketing Coordinator to join our Consumer Marketing team. This position would be perfect for an enthusiastic recent college grad looking for an entry-level, get-your-foot-in-the-door position or for someone interested in exploring the magazine publishing profession. Responsibilities will include the execution of daily circulation activities, such as working with vendors to deploy email and traditional mail promotions, handling invoices, assisting with monthly financial deadlines, tracking issue inventory and maintaining and organizing various distribution reports. The Coordinator will also assist the Consumer Marketing department in maintaining the filing systems, preparing special reports, filing bills and renewal promotions by competitors and providing back-up phone coverage to customer service. The ideal candidate will be well-rounded, detail-oriented and flexible, having the ability to switch gears quickly and handle multiple tasks. Please have experience with basic spreadsheet design and analysis in MS Excel and Word. Good logic, math and communication skills are required. Please send your resume with cover letter and salary requirements to lisa_radler@pcworld.com. Please reference 'Mktg Coord Job' in subject line. ***Location: San Francisco, CA***
Contact: L. Radler, Fax: 415-882-0936, Phone: 415-975-2643, Email: lisa_radler@pcworld.com

Conference Services Coordinator (WEC)

IDG World Expo has an exciting opportunity for an energetic Conference Services Coordinator to join our Event Services team. In this position the Conference Services Coordinator will spend approximately 60% of their time responsible for the coordination/preparation of logistics and operations for conference programs at our events. Responsibilities include coordination of all conference audiovisual, catering, signage and day to day contact with speakers and outside consultants. This position is responsible for ensuring that all final conference content is correctly posted to the event web site utilizing our custom software. The position will spend the other 40% of their time responsible for the complete registration function of assigned IDG WEC events. Upon being fully trained in this function you will manage the registration function from web set-up through on-site badge production and distribution. Ideal candidates will posses 1-3 years of related conference logistics experience, excellent attention to detail, superior written and verbal communication skills, as well as computer and multi-tasking skills. This position may require some travel. ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

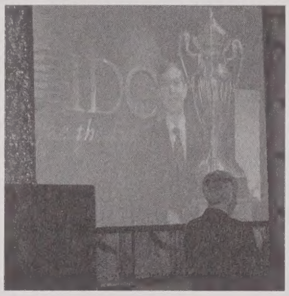
Chairman's awards recognize outstanding performances

*During the Chairman's Dinner that concludes the Worldwide Managers Meeting, IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** presented the company's three top awards. Excerpts from their remarks follow.*

Chairman's Cup

Overall Management Excellence

Kirk Campbell, IDC President & CEO

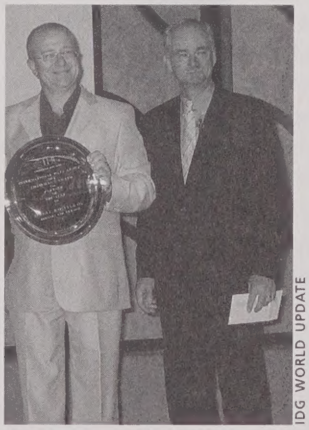


***Kirk Campbell**, who won the Chairman's Cup in 2002 as well, was unable to attend the meeting but sent his acceptance remarks via videotape.*

"IDC celebrated its 40th anniversary earlier this year. With the close of fiscal year 2004, Kirk will have guided IDC to its ninth straight year of operating profitability. IDC is projecting above-plan profit performance for the third straight year. Over the past two years IDC has successfully launched Financial Insights and Life Sciences Insights, marking its entry into the end-user research services business. IDC continues as the largest revenue and profit generating business unit within the IDG family."

Partner of the Year

Sergey Kostyukov — Publisher, Dekabre (Ukraine)



IDG WORLD UPDATE

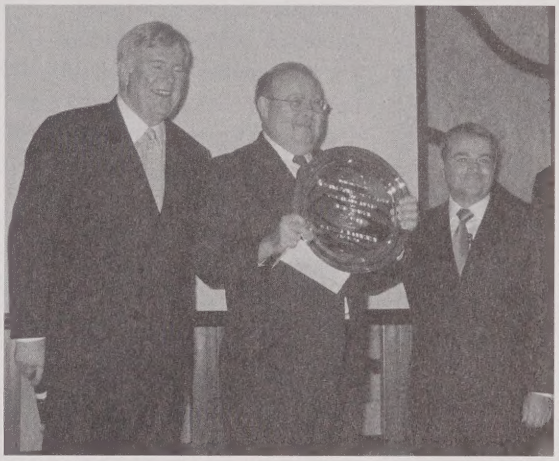
*IDG International Publishing Services President & CEO **David Hill** (right) introduced **Sergey Kostyukov**.*

"Ten years ago IDG signed a license agreement with a young entrepreneur to produce *Computerworld*. At that time the average monthly wage in his country was equivalent to US$12. Through persistence and tenacity, *Computerworld* survived and prospered. In September 2003 *PC World* joined the portfolio by converting an existing publication. With eight issues under their belts *PC World* is on its way to being another successful title."

Entrepreneur of the Year

Walter Maninnen – CXO Media President & CEO

"CXO Media launched the CIO Executive Council, a professional organization for CIOs that facilitates peer-to-peer sharing of knowledge, concerns and ideas. Members pay an annual fee of $18,000 to be a part of the community. This unique community is the only comprehensive forum for CIO-level executives to address concerns regarding issues including global outsourcing, security, compliance, etc. CXO Media is also launching *CMO* magazine this September to assist chief marketing officers in leveraging technology to successfully manage the marketing function."



IDG WORLD UPDAT PHOTOS

***Walter Manninen** accepts the Entrepreneur of the Year award, flanked by **Pat McGovern** (left) and **Pat Kenealy**.*

FY2004 Business unit achievement awards

Largest Dollar Profit Increase for an IDG Business Unit
(Business unit must be profitable in FY04)
FY04 Forecast vs. FY03
Germany/**York von Heimburg** — $13,664,000

Largest Percentage Profit Increase for an IDG Business Unit
(Business unit must be profitable both years)
FY04 Forecast vs. FY03
Italy/**Mario Toffoletti** – 100%

Best Dollar Operating Profit "Turn Around"
(Business units do not need to be profitable in FY04 – excludes restructuring)
FY04 Forecast vs. FY03
InfoWorld/**Kevin McKean** – $3,471,000

Largest Dollar Revenue Increase for an IDG Business Unit
FY04 Forecast vs FY03
France/**Eric Ochs** – $2,048,000

Best Dollar Revenue Performance vs. Budget for an IDG Business Unit
FY04 Forecast vs. FY04 Budget
IDG Asia/**Hugo Shong** – $622,000

Highest Profit Margin for an IDG Business Unit
FY04 Forecast
Australia/**Don Kennedy** – 13%

Largest Dollar Increase in Online Revenue
FY04 vs. FY03
Computerworld/**Bob Carrigan** – $1,897,206

Largest Percent Increase in Paid Circulation
(all publications)
FY04 vs. FY03
Norway/**Morten Hansen** – 28%

Highest Ad/Edit Ratio for an IDG Publication
FY04
Network World/**Evilee Thibeault** – 57%

Worldwide managers meeting

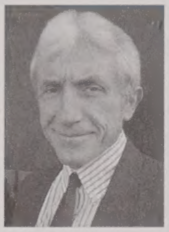
continued from page 4

pressions. "We hear often about IDG in China but to see first hand the impact that Pat [McGovern] has had there is remarkable," she said. "There was also the commonality of experience with my global colleagues. Despite the fact that we are worlds apart, our experiences are universal, which just helps recharge our IDG batteries."

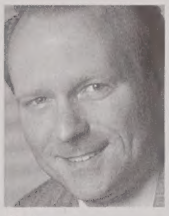
The meeting wrapped up with awards for business unit performance and management excellence.

"IDG's founding vision is intact," Kenealy told the managers. "It's spreading out into all sorts of vertical markets, and there are opportunities there for all of us. You have to manage the strategy between the print world we've lived in and the integrated media world that will be our future." WU

noteworthy people



Tennant



Betts

Stedman

IDG WORLD UPDATE

McLeod

Zones

IDG WORLD UPDATE

Clark

Promotions

Computerworld News Editor **Don Tennant** has been promoted to editor-in-chief, replacing **Maryfran Johnson** who leaves to launch a startup venture. "Maryfran and Don have led a stellar editorial team that brought home the 2004 Magazine of the Year award from the Association of Business Publication Editors, along with nearly two dozen other honors," said **Bob Carrigan**, Computerworld publisher and CEO. "Don is the right leader to continue building on our position as one of the top media companies." Prior to joining *Computerworld* as assistant news editor in 2000, Tennant spent eight years as editor-in-chief of *Computerworld Hong Kong*. Tennant has also held several positions in the U.S. government's intelligence community, including seven years with the National Security Agency. He holds a B.S. in language from Georgetown University in Washington, D.C. *don_tennant@computerworld.com*

Computerworld Features Editor **Mitch Betts** has been promoted to the newly created position of executive editor. "This move substantially expands Mitch's responsibilities beyond those he has fulfilled so remarkably to include overseeing our news operations as well," said Editor-in-chief Don Tennant. "In his new role, which formally elevates him to the No. 2 position in the editorial department, Mitch will extend his seasoned touch to our news gathering at a strategic level. Molding this new position into what it needs to be is a work in progress, but this is well-deserved recognition of Mitch's masterful managerial style and gifted journalistic abilities as we move to more effectively tap those talents." *mitch_betts@computerworld.com*

Computerworld Assistant News Editor **Craig Stedman** will replace Don Tennant as news editor. "Before he joined the editor ranks in 2000, Craig was widely known and highly respected as a one of the most aggressive and talented reporters in *Computerworld*'s history," said Editor-in-chief Don Tennant. "Since then, he has demonstrated superb editing and leadership skills that will serve him well as news editor." *craig_stedman@computerworld.com*

PC World Executive Editor, News **Bud McLeod** is now editor of PCworld.com. "Bud is the kind of guy who's always willing to volunteer for a job that needs doing," said **Harry McCracken**, PC World VP/editor-in-chief. "Much of what has needed doing has involved online editorial, and his excellent work on the site led to him taking on the additional title of editor, PCWorld.com. I'm relieved and proud to say that we're officially admitting that being editor of the site is full-time job (at least!). And Bud is the perfect person to do it. A huge part of his job will be working with the Reviews team and the Test Center, retooling our approach to reviews to preserve their superb quality while leveraging more of the Web's virtues, such as timeliness and interactivity." *bud_mcleod@pcworld.com*

Mary Zones, PC World director of technology, has been promoted to chief technology officer. "Since joining PC World, Mary has overseen the migration from a Unix-based content management system to a Windows-based system, and she may soon be leading a migration back to Unix or Open Source," said PC World President/CEO **Jeff Edman**. "She has logged countless miles diving back and forth to our co-location in Sunnyvale (Calif.) at all hours in order to keep our site functioning at optimum levels. From servers to e-mail, Mary and her team have kept our whole infrastructure running and safe from harm." *mary_zones@pcworld.com*

IDC West Customer Service Representative **Emilie Ingram** has been promoted to inside sales representative, Sector West Major Accounts. "We are particularly excited about this opportunity as it will allow Emilie to build on her excellent experience as a CSR for the last two years," said VP of Asia/Pacific Sales **Steve Phillips**. "She will also be able to apply additional skills she gained at previous employers as a program manager developing marketing and sales programs for technology vendors." *eingram@idc.com*

New employees

Michael Clark joins IDC in Framingham, Mass., as director of marketing programs for Consulting. He was previously a product marketing manager at Pearson Prentice Hall in Needham, Mass., and a marketing communications manager at Giga Information Group in Cambridge, Mass. Mike holds a B.A. in English/journalism from the University of New Hampshire and an M.B.A. from Boston University. The Framingham native is the father of a 16-month-old son and is also an avid Red Sox fan. *mclark@idc.com*

Todd Borglund joins CXO Media in Framingham, Mass., as an online producer/information architect, coming from AcmeHardware.com where he was a site production manager. He holds an associate's degree in construction from Wentworth Institute of Technology in Boston and spends his free time working on his 1964 Ford Falcon Sprint convertible. *tborglund@cxo.com*

Michelle Hockman is IDC Framingham's new senior human resources generalist. She was previously a human resource business partner with Boston Scientific and holds a B.A. in psychology from the University of Massachusetts/Boston and an M.S. in human resources management from Lesley University in Cambridge, Mass. She enjoys walking her dog, sailing and gardening. *mhockman@idc.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Maureen Mottonen *IDC Canada*

19

Gebhard Osterwalder *IDG Switzerland*

17

Kevin Greene *PC World*

16

Ágnes Radnóti *IDG Hungary*
Lars Østermann *IDG Denmark*

15

Éva Szegvári *IDG Hungary*

14

George Bulat *IDC Canada*
Thomas Roos *IDG Sweden*

13

Sabrina Chummun *IDG France*
ateline Renaudin *IDG France*
Maria Grazia Tripodi *IDG Italy*

12

Maryse Gros *IDG France*
Juan Ramon Melara *IDG Spain*
Silvana Brambilla *IDG Italy*
Hermann Apfelböck *IDG Germany*
Uwe Kielmann *IDG Germany*
Josef Kreitmair *IDG Germany*
Michael Schweizer *IDG Germany*

10

Ruzena Holikova *IDG Czech*
Szilvia Szendrey *IDG Hungary*
Urzula Imbirska *IDG Poland*

9

Karel Taschner *IDG Czech*
Gabriele Hurle *IDG Germany*

8

Eric Verweij *IDG Netherlands*
Erwin van Faassen *IDG Netherlands*
avid Legard *IDG News Service*
Duk-Hwan Oh *IDC Korea*
Kumi Shingyouchi *IDC Japan*
Genki Uchida *IDG Japan*

7

Renata Saskova *IDG Czech*
Sándor Csórián *IDG Hungary*
Árpád Palotai *IDG Hungary*
Kevin O'Keefe *Network World*
David Linder *IDG Sweden*
Andrzej Garwolinski *IDG Poland*
Motoko Yamabe *IDG Japan*
Margit Enthaler *IDG Germany*
Thomas Rau *IDG Germany*

6

Luis Ibarra *PC World Central Services*
Roser Ferrer *IDG Spain*
Sujay Bhattacharya *IDC Singapore*
Lotta Oldmark *IDG Sweden*
Cord Möller *IDG Germany*
Bianca Aumeyer *IDG Germany*

5

Petr Velecky *IDG Czech*
Kelly Lunsford *Mac Publishing*
Charles Purdy *Mac Publishing*
Imre Egri *IDG Hungary*
Torben Daarbak *IDG Denmark*
Witold Kepinski *IDG Netherlands*
Mário Nagano *IDG Brazil*
Pierre Senard *IDG France*
Sandie Breese *IDC Australia*
Richard Coppola *IDG Germany*
Verena Loske *IDG Germany*
Katrin Elsler *IDG Germany*
Ulrich Bantle *IDG Germany*

4

Petra Seitzova *IDG Czech*
Michael Mullaney *IDG Global Solutions U.K.*
Jane Li *IDG China*
György Dragin *IDG Hungary*
Stephanie Gutierrez *Network World*
Astrid Sloth Thusgaard *IDG Denmark*
Jean Royne *IDG France*
Lian Feng Wu *IDC China*
Joakim Bergström *IDG Sweden*
Nicklas Sjögren *IDG Sweden*
Tan Ee Sze *IDG Singapore*
John Steward *Macworld U.K.*
Yoriko Yamaguchi *IDG Japan*
Ulrike Goressen *IDG Germany*
Uwe Küll *IDG Germany*
Heidi Kuhlmann *IDG Germany*
Magdalena Lerch *IDG Germany*
Annie Weissenberger *IDG Germany*

3

Jenny Lv *IDG China*
Nina Kang *IDG China*
Gergely Herpai *IDG Hungary*
Ágnes Sipos *IDG Hungary*
Jeroen Doorn *IDG Netherlands*
Olivier Cohen *IDC France*
Hiroshi Maruchi *IDG Japan*
Khalid Irshad *IDC U.K.*
Julia Huber *IDG Germany*
Daniel Visarius *IDG Germany*

2

Jaroslav Stipek *IDG Czech*
Viktor Fülöp *IDG Hungary*
Mária Lakatos *IDG Hungary*
Szabolcs Tószegi *IDG Hungary*
Tanja Klees *IDG Netherlands*
Rick van Dijk *IDG Netherlands*
Cristina Defendi *IDC Brazil*
Roberto da Silva Gois *IDC Brazil*
Fredrik Sundwall *IDG Sweden*
Ralph Troll *IDG Germany*
Kerstin Krockauer *IDG Germany*
Simona Marella *IDG Germany*
Henry Ernst *IDG Germany*

1

Zoltán Madarász *IDG Hungary*
Katalin Radácsy *IDG Hungary*
Marianne Bredberg *IDG Denmark*
Marjolein Valk *IDG Netherlands*
Diane Pickett *IDC Canada*
Marshall Self *IDC Canada*
Christina Lee *IDC Hong Kong*
Nicola Simpson *PC Advisor*
Michael Graf *IDG Germany*
Andreas Dankesreiter *IDG Germany*
Jean-Paul Imhoff *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on One

continued from page 3

I strongly believe that a visible IDG will complement and not compete with product line branding. Corporate Communications represents the "sum of the parts" where appropriate. After all, clients and prospects are not as interested in our internal organizations as they are with marketing programs that build credibility and generate sales.

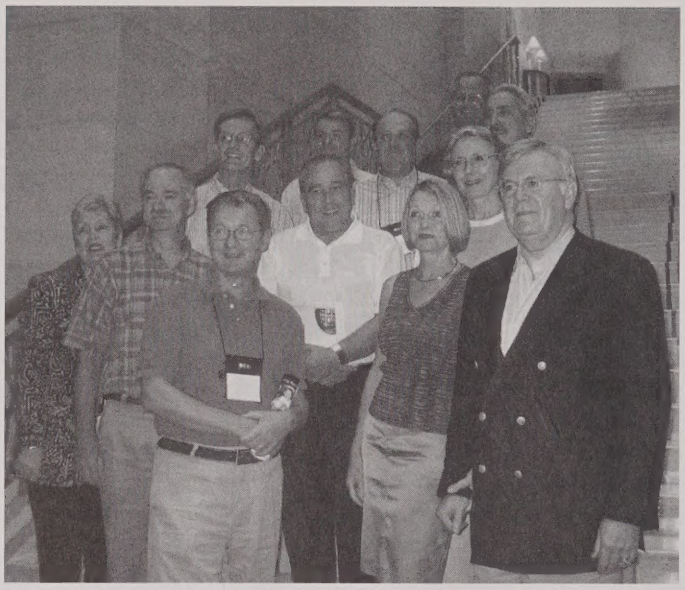
Q What are your key goals for the next six months?

A We would like to more fully develop IDG's "sum of the parts" profile through not only PR but also marketing programs such as direct marketing and events for marketers and agencies that are of most interest to us. IDG's online business, which is one of the largest in technology media worldwide, needs to be better understood in the marketplace. As more and more people turn to the Web and electronic information to research and select suppliers, the idg.com site needs to grow and change. We recently added a section in the home page that highlights media coverage of our company called "IDG in the News." Journalists reporting on IDG are more credible than IDG talking about itself.

WWMM photo gallery

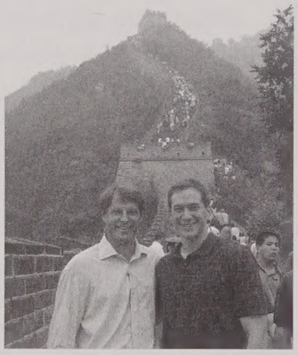
The IDG Worldwide Managers Meeting in Beijing last month combined strategy sessions, casual time with colleagues and a few costume surprises.

IDG China President & CEO ***Hugo Shong*** *took the stage during a Peking Opera performance and sang a traditional Chinese song.*



These attendees also participated in the previous Worldwide Managers Meeting in Beijing in 1988. For their tales about how different the city and the meeting was back then, see this page on IDG Central. (Center): ***Paco Zabala****, IDG Spain . (Counterclockwise from* ***Pat McGovern*** *at left):* ***Lore McGovern****;* ***Helen Marnfeldt****;* ***Gebhard Osterwalder****, IDG Switzerland;* ***Morten Hansen****, IDG Norway;* ***Ted Bloom****, IDG;* ***Pat Kenealy****, IDG;* ***Gary J. Beach****, CXO Media;* ***Marion Kibbee****, IDG;* ***David Hill****, IPS;* ***Bengt Marnfeldt****, IDG Sweden.*

From IDG Vietnam (l-r): Project Executive ***Van Anh Truong****, Executive Assistant* ***Diep Nguyen*** *and Managing Director* ***Tam Le****.*



(Photo left): IDG Ventures Boston visits the Great Wall of China: Managing General Partner ***Michael Greeley*** *(left) and General Partner* ***Jeff Bussgang.***

(Photo below): Pat and Lore McGovern greeted their guests, including ***Steve Coit*** *of IDG's Board of Directors and* ***Lois Solomon****, at the farewell dinner dressed from the era of China's emperors.*

IDG China Director of Communications ***Karen Ren*** *(left) and IDG Travel Services Director* ***Lyndsey Pomella*** *were among the key logistics coordinators for the meeting.*

Chairman's Dinner
Worldwide Managers Me 2004

IDG WORLD UPDATE PHOTOS

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

John Brillon *Computerworld*

IDG World Update available in PDF

IDG employees can request IDG World Update in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, Macworld Conference & Expo^{R}, COMNET^{R} Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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CIO teams up with PricewaterhouseCoopers for global security survey

CIO, CSO publications in 10 countries pitch in to ensure survey reaches global audience

After nine months of work and more than 8,000 responses from 62 countries, *CIO* magazine, in cooperation with PricewaterhouseCoopers (PWC), will release the State of Information Security 2004 this month. While the survey is officially a *CIO*/PWC product, *CIO* sister publication *CSO* magazine was also involved.

JULIE HANSON

*The team that coordinated the security survey (l-r): Senior Editor **Scott Berinato**, Research Editor **Lorraine Cosgrove** and Special Projects Manager **Lynne Rigolini**.*

"This survey is an excellent gauge of the state of information security around the globe," said **Lorraine Cosgrove**, CXO Media research editor. "It provides IT and security executives with benchmarks and information to see where their security practices stand compared to their peer organizations." In-house, *CIO* and *CSO* editors use the survey to better understand their readers' chief concerns and what topics need to be covered.

A collaborative effort, 13 *CIO* and *CSO* publications in 10 countries took part (see sidebar, page 5). Each publication provided Cosgrove with subscriber contact data, and in March approximately 150,000 IT and security professionals worldwide were sent an e-mail asking them to complete the survey. Approximately 5% did.

CIO spearheaded the development of the 44-question survey with PWC, which acted as a liaison with Kadence, the firm that translates and hosts the survey. PWC also provided lists of survey prospects in countries where the *CIO* and *CSO* brands do not

continued on page 4

CMO launch reflects key role of marketers in business today

cmo
premiere issue
Pressure?
What Pressure

The newest monthly publication from CXO Media will have an initial controlled circulation of 25,000.

With the Aug. 30 debut of its third C-level title, CXO Media is hoping to replicate its success in empowering yet another group of senior executives, championing their issues and giving them more power in the boardroom. The group in question? Chief marketing officers. The publication: *CMO* magazine.

The monthly magazine will have an initial controlled circulation of 25,000 qualified readers. (Annual paid subscriptions of $65 are available for non-qualified and foreign readers.) Its goal, according to Editor-in-chief **Rob O'Regan**, is to give marketers the tools and resources they need to educate those around them as to why marketing matters. "Our role is to listen — to what works for you and to what drives you crazy — and to apply that feedback to the content we create for you each month," Regan told readers in the premiere issue.

Editorial content will focus on new ideas to help CMOs better manage and integrate the diverse portfolio of marketing disciplines and will include:

- Real-world examples on how to lead strategically in turbulent times.
- Best practices in brand building.
- Case studies chronicling how today's leading CMOs exploit information technology to manage customer relationships, capture the attention of new customers and increase market share.
- Snapshots of technologies that enhance global knowledge sharing and provide real-time feedback on the effectiveness of marketing campaigns.
- Career advice.
- Techniques that successful CMOs are using to defend the marketing budget, measure the return on marketing investments, and effectively communi-

continued on page 4

in brief newsworthy

Sweden's *Studio* strives to acquaint musicians with high-tech tools

Studio
MIKROFONTEST

Always willing to test-drive new market niches, IDG Sweden finds itself in the winner's circle with *Studio*, a magazine for musicians who use computers and other high-tech tools to create, compose, record and produce music.

Launched in April 2003 as the first magazine of its kind in Sweden, *Studio* continues to be No. 1 in the market, appealing to all levels of music producers but especially semi-professionals. It is published 11 times a year and has a readership of 23,000, about half of whom are subscribers. *Studio* has a clear product and user focus packed with tips, techniques, feature stories and interviews with leading musicians, composers and producers. "We want to give readers the right tools to make their productions even greater," said Editor-in-chief **Björn Olsberg**.

The magazine includes comparative tests of microphones, monitors, compressors, sampling players and other products. Late last year, IDG Sweden began bundling a CD-ROM with the magazine that includes test files from *Studio*'s test center so readers can listen to how tested products sound and judge the differences. CD-ROM users can also test software products in demo versions, listen to audio clips and use free samples and loops in their own music.

Studio has two Web sites: studio.se, which launched with the magazine and is considered the official site with ads, news and various sections, and forum.studio.se, which launched last December. The forum, which features numerous discussion areas, has been hugely successful, Olsberg said, and is now by far the largest Web site of its kind in Sweden, drawing more traffic than competing forum sites, including some in Great Britain.

Next year *Studio* staff is planning several extensive theme issues, with more focus on the growth areas of how to incorporate sound in music videos and in movies and films.

*Write to Björn Olsberg at bjorn.olsberg@idg.se or Marketing Manager **Andreas Hedberg** at andreas.hedberg@idg.se.* WU

Fifth LinuxWorld event in Beijing surpasses '03 revenue

LINUXWORLD CONFERENCE & EXPO China 2004

Given IDC projections that the Linux market in China will continue its annual growth rate of approximately 40%, it was no surprise that the Kerry Center Hotel's exhibit hall was busy last month during the fifth LinuxWorld Conference & Expo in Beijing.

With 4,000 attendees, 10 sponsors and 11 exhibitors representing the biggest players in the Linux industry, the event brought in 59% more revenue than last year's edition.

IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** delivered opening remarks.

IDG World Expo/China will also hold the LinuxWorld Shanghai Conference next April 26-27 and will reprise the Beijing event Aug. 24-26. WU

InfoWorld, *PC World* nominate winners of Community Service Awards

*(L-R): STRIVE IT staff member Mario Sanon, STRIVE Director of Development Veronica Haywood; President, Scholastic International Hugh Roome; and PC World VP/Editor-in-chief **Harry McCracken**.*

InfoWorld and *PC World* were among the publications recognized last month by American Business Media (ABM) for their role in nominating two organizations for the William D. Littleford Awards for Corporate Community Service.

*Computer Associates Director of Community Relations Lisa Platania and InfoWorld Editor-in-chief **Steve Fox**.*

The awards, named after and established by the chairman emeritus of BPI Communications Inc., recognizes companies, organizations or individuals that are involved in active community service programs aimed at alleviating critical social problems. The awards aim to raise the visibility of the business-to-business editorial product, encourage increased coverage and recognition of community service success stories and motivate other organizations to apply such solutions in their own communities. The editors of ABM member publications nominate organizations for the awards.

PC World nominated STRIVE, a job-training and placement organization for hard-to-employ individuals that *PCW* covered in its November 2003 feature, "The Great American Privacy Makeover" (www.pcworld.com/howto/article/0,aid,112468,pg,7,00.asp). STRIVE's month-long job readiness program has influenced workforce development throughout the U.S. *InfoWorld* nominated Computer Associates (CA) for its Digital Schoolhouse Foundation. The non-profit organization develops state-of-the-art computer labs in which teachers and CA employees help children become more computer literate and explore careers in technology. *InfoWorld*, *CIO*, *Computerworld* and *Network World* have all made donations to the Digital Schoolhouse Foundation during the past year.

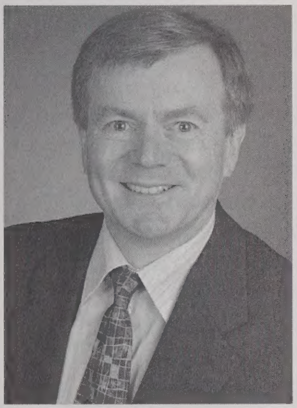
American Business Media gave each winning organization $500 towar their chosen causes.

*For more information contact **Steve Fox** at steve_fox@infoworld.com or **Harry McCracken** at harry_mccracken@pcworld.com.* WU

the interview

one on one

Colin Crawford
IDG's VP/business development & operations is this week's columnist. Reach him at colin_crawford@idg.com.



Q What's IDG doing to facilitate knowledge sharing within the company?

A One of the benefits of IDG's decentralized culture is that ideas can be developed throughout the organization — within any business unit, within any department, anywhere in the world. The best ideas are ones developed and embraced by individuals who are close to their markets, customers and the key issues at hand — not ones forced down from the top via a central mandate.

Having easy access to the top ideas and learning from each other was identified as a key priority from the recent employee survey. Feedback clearly indicated while the benefits of decentralization were very much appreciated, people wanted a mechanism to better harness the distributed intelligence across IDG and the ideas that are being incubated.

So to help that process we've established a Best Practices Exchange (BPE) area on IDG Central (www.idgcentral.com) as a repository for these ideas. You simply log into IDG Central and click on the BPE logo to get to the area. Any employee can submit an idea; be sure to request a login online if you don't have one already. In addition to text, the BPE can support attached files of any type. Please check out the area, read the ideas already submitted and add your own.

Q Do you envision any ideal ratio between print and online revenue for good business unit health?

A I believe it will be a few years before online revenues at most of our core brands will exceed print revenues, but by around 2007/8 we anticipate that 50% of IDG's revenues in the U.S. could be generated from various online revenue streams. This is an exciting opportunity for our company and many businesses within IDG are already seeing annual growth rates in online revenues of around 30% off substantial bases. Some business units are now delivering more than 20% of their total revenues from online.

We need to closely monitor the needs of our customers and the markets we serve and appropriately reallocate resources from our print to online businesses. Online is poised for significant growth and it is vitally important that all IDG business units focus on the online opportunities. For the FY05 budget process we've asked the business units for more comprehensive reporting of online revenues and statistics, and we'll be reviewing the progress being made at their board meetings. I will be working closely with all business units to ensure consistency in the definition of terminology, in revenue reporting and site statistics.

Q Can you cite some of the more promising non-print revenue streams that are being developed at business units around IDG?

A One of the most exciting initiatives to be developed by a business units is CXO's Executive Council. This online peer-to-peer environment for CIOs has already generated significant revenue, and the model is being evaluated by many other IDG business units. The opportunity to develop revenue streams around our core communities by leveraging their expertise is just massive. I'd also commend IDG World Expo for the launches of new events — including the Wireless Sensing Solutions and RoboNexus events.

Q Are there any prospective new business ventures ahead in the next year that you can hint at?

A We continue to evaluate the opportunities around the "convergence" space. *Digital World* is off to a good start in Germany, and they plan to publish every two months. The launch of this publication has enabled IDG Germany to expand its customer base to the consumer electronic companies. In the U.S., *PC World* has recently launched *Digital World* as a supplement and will be carefully evaluating the market opportunities. Mac Publishing has just launched *Playlist* — a special issue covering the compressed audio space with particular focus on Apple's iPod. I am excited about the intersection of digital music, technology and entertainment, and we are evaluating other opportunities in this area.

Q Besides the digital/consumer arena, what are the most promising areas of opportunity for IDG in the coming months/years?

A Building value-added opportunities based around the communities our respected brands serve. The CXO Executive Council cannot be underestimated as a concept. Building rich content environments, often with the content being generated by the community and providing the means for members of the community to interact with one another can be developed into various business opportunities — not just online but offline as well. WU

"By around 2007/8 we anticipate that 50% of IDG's revenues in the U.S. could be generated from various online revenue streams."

Surf's up!

***IDG World Update* asked, "What three non-IT Web sites do you find yourself surfing the most?**

I'm a bit of a news junkie and a huge fan of RSS readers. I use NetNewWire (MacOS X based) and have it set to cover segments of interest — at the moment digital music is high on the list. In addition, I set my Web browser to open up the home pages of about a dozen newspapers and media sites including: The BBC, The Wall Street Journal, The New York Times, The Guardian UK and Google News. I also look at business sites such as The Economist, Business Week, Forbes, Fortune and The Daily Deal. So it's a lot more than just three!

Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy*** *will be passed along anonymously. Write to world_update@idg.com.*

IDC Brazil continues events push with third storage conference

IDC Brazil last month hosted its third annual Storage and Infrastructure Vision Conference. The now well-established event drew some 300 IT managers and directors, storage and infrastructure specialists and other end users to the American Chamber of Commerce in São Paulo for a full day of presentations and keynote addresses focusing on how to make storage and infrastructure solutions productive resources.

conference
IDC
IDC
Analyze the Future
Analyze the Future

IDC Brazil Research Director ***Mauro Peres*** *addresses conference attendees.*

A record nine companies, including Dell, EMC, IBM, Computer Associates, Veritas, CNT, Network Appliance, Itautec and Sun Microsystems signed on as sponsors. IDC Brazil Research Director **Mauro Peres** briefed attendees on the state of the Brazilian IT market while IDC Brazil Senior Software Analyst **Bruno Rossi** discussed specific trends in the areas of storage and infrastructure.

The highly popular — and profitable — event is helping IDC to secure a solid footing in the extremely competitive IT events market in Brazil, according to IDC Marketing and Events Manager **Cristina Defendi**. Defendi said IDC plans to hold six conferences in FY05 focusing on both technology and vertical markets.

IDC Brazil's next event — Directions 2004 — will take place on Nov. 11 in São Paulo. Among the IDC executives who will be speaking are **Phillipe de Marcillac**, senior VP International Business; **John Gantz**, chief research officer; and **John Humphreys**, research manager, Workstation and High Performance Computing.

For more information, contact Cristina Defendi at cdefendi@idcresearch.com.

Address change for IDC Brazil

IDC Brazil will be moving to a new office on Oct. 1. The new address is:

Avenida Engenheiro Luiz Carlos Berrini, 1645, 8th floor
São Paulo - SP - Brasil
CEP: 04571-000

Tel: +55-11-5508-3400
Fax: +55-11-5508-3444

Web site:
www.idcbrasil.com.br
General e-mail:
idc@idcresearch.com.br

CMO magazine

continued from page 1

cate marketing's value to the boss, the CEO and to partner executives.

Advertiser interest in the new magazine is high, according to CMO Publisher **Stephen Twombly**, who noted that major accounts have been signed in a variety of categories including media and media intelligence; public relations; technology; interactive marketing; market intelligence; customer data management; marketing associations and meeting resorts. "Most of these accounts are on consecutive schedules, and we anticipate a continued build up as people begin to see and read the premiere and subsequent issue and begin allocating new money to marketing and advertising in their 2005 budgets," Twombly said.

In a deliberate strategy to generate interest, drive subscriptions and begin developing an online community, the company launched a companion Web site several months prior to the publication's debut. Among the offerings on CMOmagazine.com:

- The Manifesto — an interactive leadership column (www.cmomagazine.com/read/070104/manifesto.html), written by Mohanbir Sawhney, the Tribune Professor of Technology and the Director of the Center for Research in Technology and Innovation at the Kellogg School of Management, that entices marketing professionals to visit the site and begin a discussion with one another using a reply form at the end of each column. All replies can be seen directly below the column as they are submitted.
- CMO The Movie. Two versions of this video, which comprises commentary and comments from senior marketing professionals about the CMO role and the magazine, were produced. One is for site visitors and is available on the home page of CMOmagazine.com and the other is intended for prospective advertisers and is available in the advertising information section at www.cmomagazine.com/marketing/.

In addition, the site contains a good deal of online-only content including: David Weinberger's blog; Senior Writer **Constantine von Hoffman**'s opinion pieces; Web Editorial Director **Art Jahnke**'s interviews; a career counselor; a listing of industry events; job listings; a Lingo Lab, a glossary of marketing terms; and the CMO Poll, a weekly survey that asks marketing professionals for the opinions about such current events as the 2004 U.S. presidential election.

Although nothing has been scheduled as yet, several prospects have already expressed interest in sponsorship opportunities for an exclusive executive conference tied to the CMO brand.

For more information, visit www.cmomagazine.com or contact ***Susan Watson*** *at swatson@cxo.com.*

September 13, 2004

Senior Application Analyst (CSG)

IDG's Corporate IT department offers an exciting opportunity in a fun, fast-paced environment. We are looking for an experienced accountant who understands and enjoys working with technology such as GL, AP, AR, FA and billing systems, to act as a liaison between the IT group and the business groups. The Senior Application Analyst will work on projects such as extending the capabilities of our billing system for deferred revenue, re-designing the reports in our billing system, automating international and domestic monthly submissions for forecasts and actuals, and implementing a new sales tax package. The role includes writing design requirements, testing, client training, writing online help and troubleshooting. Excellent customer service skills are the key to success in working with all levels within the company, including bookkeepers, corporate group controllers, tax and finance groups, and global business unit personnel, and working with vendors. Programming or report-writing skills are not required, but if you are interested in developing those skills, we are flexible about including some of that work in this role. If you are a detail-oriented, organized person with excellent problem solving, communication, customer service, and decision-making skills, a degree in accounting and 4 or more years experience working in accounting, plus a proven facility for understanding and using technology please apply! ***Location: Framingham, MA***
Contact: J. McKaughan, Fax: 508-935-4600, Email: jljobs@idg.com

Receptionist (CSV)

IDG Central Services seeks a dependable, service-oriented individual to provide reception, administration and office support services. Responsibilities include greeting and directing all visitors; answering and routing all incoming calls; maintaining the telephone directory; processing incoming and outgoing facsimiles; serving as back-up support within the department; and other duties as assigned. As the first point of contact, the ideal candidate will be punctual, flexible, organized, have strong interpersonal skills, and will be able to prioritize multiple tasks while remaining professional and courteous at all times. Requirements include a high school diploma or general equivalency certificate, a general understanding of common office practice and procedures, and basic computer proficiency in email and word processing. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Assistant News Editor (CWI)

Computerworld has an opportunity for an Assistant News Editor to join our award winning editorial team. Reporting to the News Editor, this person will be responsible for supervising a small group of reporters. Key functions will include coaching & assisting reporters with story selection and direction, editing for accuracy, clarity and usefulness and working cooperatively with the copy desk, graphics and online teams to ensure smooth flow in this fast paced, weekly environment. The successful candidate will maintain the highest level of journalistic integrity, stay abreast of the enterprise IT field and identify story ideas aimed at Computerworld's target audience. Two years news editing experience in the IT industry is required. Management experience is preferred.
Location: Framingham, MA
Contact: P. Sheer, Email: jobs@computerworld.com

Executive Programs Specialist/Manager (CWI)

Computerworld has an exciting opportunity for an experienced individual to provide overall coordination for our Executive Programs which include the Computerworld Honors Program and the Best Practices Awards Programs associated with all Computerworld core events. For these programs, this position will be a central point of contact with high level sponsor executives, suppliers and all other related contractors. Reporting to the Executive Vice President, Strategic Programs, this individual will also have communication and administrative responsibilities as the primary contact for all day-to-day operations. This position requires a self starter with relevant exposure to event programs with high profile, senior level executives. Candidates should have exceptional project management skills, customer service and strong communication skills (written and verbal). Strong attention to detail and a high level of professionalism with a positive and assertive personality a must. Proven PC and internet skills are essential. A Bachelor's degree and a minimum of 5 years of proven work experience in an entrepreneurial environment is required. Travel to events is required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Market Research & List Management Coordinator (CWI)

Computerworld has an exciting opportunity for a Market Research & List Management Coordinator to assist in the rapid expansion of our Strategic Programs & Events business. Working closely with various team members, the successful candidate will provide ongoing research and reporting on all product line competitors, ongoing research and development of attendee and sponsor prospect and customer lists, customer service to event registrants, as well as new projects involving prospect and customer contact development. Travel to all Computerworld events is required. Candidates must have excellent customer service skills, the ability to organize multiple detailed projects, and be proficient with Microsoft Office, including Word, Excel and PowerPoint. A bachelors degree is required. This position will be based in Computerworld's One Speen Street headquarters in Framingham, Massachusetts.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Marketing Manager (CWI)

Computerworld has an exciting opportunity for a Marketing Manager to assist in the rapid expansion of our Strategic Programs & Events business. Working closely with various team members, the successful candidate will drive audience development and sponsor development marketing campaigns involving a broad mix of print and online vehicles and proprietary Computerworld resources and assets. Travel to all Computerworld events is required. Candidates must have 3-5 years of experience in marketing management with a demonstrated audience development track record. Excellent customer service skills, the ability to organize multiple detailed projects, proficiency with Microsoft Office, including Word, Excel and PowerPoint, and a bachelors degree are all prerequisites. This position will be based in Computerworld's One Speen Street headquarters in Framingham, Massachusetts. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Conference Program Content Manager (CXO)

CXO Executive Programs seeks a team player to help develop the agendas and content for its CIO, CSO and CMO magazine related events. In this position, you will have responsibility for: developing the over-riding themes for various conferences; determining specific topics to be addressed; creating the agenda; recruiting the speakers (including working with the editorial departments and various advisory boards, adhering to budgets and negotiating presenter contracts); coordinating with event marketing and operations to promote the event programs to the appropriate audiences in a timely and cost-effective manner. Success in this role depends on strong communication skills, a good understanding of the needs of CIOs, CSOs and CMOs and senior executives of global 2000 corporations, and the willingness to do anything that needs to be done. Ideal candidates will have a background in producing content/material for IT or general business publications/events, project management experience, the ability to work with marketing on successful promotional materials, grace under pressure, and the dexterity to juggle many tasks at once. Travel required. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Corporate Security Sales Manager, CSO Magazine (CXO)

CXO Media, Inc. has an exciting opportunity for an experienced Sales Manager to cover sales in the corporate security category. Reporting to the Publisher, this position will be responsible for establishing an integrated advertising (print and online advertising, and event sponsorship sales) base of corporate security vendors for CSO Magazine (Chief Security Officer). Specific responsibilities will include category development, direct sales, development of effective sales presentations, support tools and the forging of new strategic alliances while maintaining and expanding client relationships with current customers. A minimum of 5 years' sales management experience and a successful track record of growing revenues are required. Candidates must possess knowledge of the physical/corporate security markets, bring with them extensive contacts in the broad security marketing industry, have well-established contacts and experience working with agencies, along with excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required. ***Location: Open***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Production Specialist (CXO)

CXO Media is looking for someone to join our online production team. Position requires strong organizational skills, strong attention to detail, exceptional multitasking abilities, and someone highly skilled in project completion in a fast-paced environment. Trafficking as well as HTML and/or online creative (html, java, flash, rich media, etc.) experience helpful. Will work with our sales, web development and production teams. Responsibilities will include testing and trafficking creative designs within ad management system; working with the web development and production teams regarding implementation, testing and troubleshooting; monitoring and reporting on ad delivery and performance, including recommending optimization options; investigating rich media opportunities; managing remnant inventory solutions; and creating and managing all advertising and email inventory projections. The ideal candidate is a professional with at least 2 years experience, who is a quick learner and has strong verbal and written communication skills. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Vice President Sales, Executive Program (CXO)

CXO Media Inc. is seeking a seasoned sales professional to join its Executive Programs (Conference) team. Ideal candidate will possess 10+ years progressive sales and sales management experience in information technology. Will also have a proven track record in selling high-profile products and services to Vice Presidents of Marketing and/or Sales in technology-vendor companies, along with the ability to develop and sell integrated marketing programs. Intimate knowledge of current IT concepts and vendor/user relationships required. Must also have ability to succeed as an individual contributor while being able to work as a team player with our field sales force. Bachelors degree or equivalent experience. MBA desirable. ***Location: Framingham, MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Associate Editor – Star Wars Insider (GMG)

Star Wars Insider is a unit of IDG Entertainment, the leading publisher of magazines and online sites. Star Wars Insider is seeking candidates for the position of Associate Editor. First and foremost, all candidates must have an extensive knowledge of Star Wars, including films, collectibles, books and comics (to include Expanded Universe events), and interactive games. Job duties will include, but are not limited to, ensuring delivery of accurate, consistent, and creative editorial copy throughout the publication, writing feature stories, covering product releases from licensed companies, proofreading articles, participating in strategic editorial meetings, and attending related events. Candidates must have a minimum of two years' editorial experience in journalism and publishing, and have had their work published. Excellent analytical, organizational, writing, editing, and verbal communication skills are a must. Please send samples/URLs and resume to brector@idg-entertainment.com. No phone calls please. Please indicate Star Wars Insider Associate Editor in the subject line when applying to this position.
Location: Oakland, CA
Contact: B. Rector, Email: brector@idg-entertainment.com

Designer (GMG)

IDG Entertainment is seeking a talented editorial designer with at least 2-3 years experience in print publishing. You must be skilled in InDesign, Photoshop, Illustrator and be Mac OS X proficient. Additional web skills are a plus, however, web-only designers are discouraged from applying. Knowledge of the video games industry and pop culture is necessary to do this job efficiently. You must also have strong communication skills, the ability to generate quick design concepts, and be a strong team player in a high-paced, deadline-driven environment. Resumes, .pdf samples, and URL links should be sent to: editjobs@gamepro.com. No direct phone calls please. Please indicate Designer in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: IDGE Edit Jobs, Email: editjobs@gamepro.com

Editorial Intern (GMG)

GamePro is seeking candidates for the position of Editorial Intern. You will be responsible for assisting the Editorial department in all areas as needed, including writing and administrative tasks, in order to gain greater knowledge of magazine and online publishing and the video game industry. You must be currently attending a college or university. Creativity, self-motivation, and the ability to work well with others are a must. Please indicate GamePro Editorial Intern in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: IDGE Edit Jobs, Email: editjobs@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Design Intern (GMG)

IDG Entertainment publishes GamePro, Gamestar, Star Wars Insider, as well as a host of interactive entertainment-centric publications. We are looking for Design interns who can commit a maximum of 19 hours per week to help in the design departments for each publication. Duties include archiving/tracking art assets, Photoshop work, scanning, and editorial design. We're a fast-paced environment that will provide plenty of on-the-job training as well as real-world publishing experience to help you hone your publishing skills. You need to be knowledgable of standard desktop publishing programs such as Photoshop, InDesign, Illustrator, Quark, etc. as well as being Mac OS X proficient. Web design/programming skills a plus. All interns are paid a salary as well as given a written recommendation and school credit upon successfully completing tenure with us. Please send resumes, .pdf samples of design work, and URL links to: editjobs@gamepro.com. No direct phone calls please. Please indicate Design Intern in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: IDGE Edit Jobs, Email: editjobs@gamepro.com

Managing Editor (GMG)

IDG Entertainment is seeking a Managing Editor to join the Gamestar editorial staff. The Managing Editor is responsible for managing the overall flow of content in Gamestar magazine. Duties also include writing, and editing assigned sections of Gamestar magazine. Previous management experience required as responsibilities include supervising junior editors. The Managing Editor must have thorough knowledge and experience with videogames and/or movies, music, and consumer electronics. Over 2-3 years experience in the publishing field, polished inter-personal skills, and strong writing and copy editing skills in English required. Experience with multimedia products and online content generation/management huge plus. Gamestar magazine's audience is the adult male gamer aged 25-35. Ability to understand this generation is a must. You MUST indicate Managing Editor in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: IDGE Edit Jobs, Email: editjobs@gamepro.com

Production/Advertising Coordinator (GMG)

IDG Entertainment is looking for a detail-oriented Production/Advertising Coordinator for our various magazines. Must be extremely proficient with Photoshop and InDesign. If no InDesign experience, QuarkXpress proficiency is needed. Familiarity with Illustrator, FileMaker Pro, Excel, and Word desired. Responsibilities will include color correction of screen shots, dropping of text from Word and formatting in InDesign. Creating clipping paths in Photoshop will also be required. Responsibilities also include acquiring and tracking advertising materials as well as communicating with vendors regarding materials specifications. Must be a team player, have excellent communication skills and enjoy a fast-paced environment. Please indicate Production/Advertising Coordinator in the subject line when applying to this position. ***Location: Oakland, CA***
Contact: Shelly Reimer, Email: sreimer@idg-entertainment.com

Sales Manager (WEC)

IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include building long term, mutually profitable relationships with prospects and customers, booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets both on the phone and in person. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospects tradeshow needs. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 85% over-the-phone inside sales; 15% face-to-face sales at competitive events as well as at client meetings. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Ten countries contribute to survey

Truly a collaborative, cross-IDG effort, 13 *CIO* and *CSO* publications in 10 countries participated in the second global security study, as follows:

Australia
Canada
France
Germany (*CIO* and *CSO*)
Italy (*CIO* and *CSO*)
New Zealand
Poland
South Korea
Sweden
U.S. (*CIO* and *CSO*)

Survey results due out this month

Survey results will be published in the U.S. in the Sept. 15 issue of CIO and the September issue of CSO and will be available on their Web sites (www.cio.com and www.csoonline.com).

Security

continued from page 1

have a significant presence. PWC and the two magazines also worked together on analyzing the survey results and publicizing the findings.

Cosgrove said the survey methodology was basically the same as last year's (the first year that *CIO* collaborated with PWC on the project) and the process went more smoothly because people were familiar with the project. "Another thing that I think helped was that I kept in communication with our global offices throughout the year, updating them on other research projects that we have going on in the States, sharing data and reminding them of important dates for the global security survey."

CIO France Editor **Philippe Rose** said that for his readers participating in a survey is the best way to learn about the trends in information security. "It's very important to see the evolution in spending and what kind of security technologies are emerging. Moreover, [our readers get] an international perspective that gives them better arguments to negotiate with their CFOs and CEOs."

Offered in seven languages (English, German, French, Spanish, Portuguese, Italian and Korean), the comprehensive survey asked respondents about their security priorities and policies, the practices they had put in place in the last 12 months, their security reporting structure and compliance.

"We wanted to better understand the drivers of security spending, particularly the effects of government regulations on security spending," Cosgrove said. "Also, we wanted to learn more about security governance this year. We found that more executive-level security positions were created and, increasingly, security is reporting outside of IT. Both are indicative of companies taking a more strategic approach to security."

She also said that security executives have accepted the fact that the 'hits,' or attempts to breach their security, will continue, and they're focusing more on minimizing the damages of an attack and managing risk.

CIO France's Rose said that publishing the survey's results is the best way to provide up-to-date content for its readers, as well as distinguish *CIO France* from its competitors. IDG Italy Editor-in-chief **Alessandro Degli Occhi** agreed. "We can qualify our magazine as part of an important international publishing group specializing in IT. Plus, our CIOs and CSOs greatly appreciated the chance to participate in an international survey, which will only improve the quality of our relationship with them."

The survey has a healthy shelf life. International *CIO* and *CSO* publications that participated in the survey will be publishing the results in the coming months, and the results will be used in presentations and reports throughout the year, Cosgrove said, adding that some of the findings may be packaged as reports and downloadable presentations for sale at the CIO Store (www.theciostore.com).

For more information contact Lorraine Cosgrove at lcosgrove@cxo.com. WU

Key findings from the global security survey

- Reporting Structure: There are now more senior-level security personnel; audit and risk management have become part of security governance.
- Security Focus: More effort is being focused on employee awareness, policies, network security, business continuity/ disaster recovery.
- Security Shortfalls: In aligning security with business strategy, risk management is lacking
- Barriers: Budgeting and resources remain the greatest barriers to good security.
- Companies are slowly making progress in moving the perception of security from an IT issue to a business issue.
- The tools and processes are in place to better manage security breaches. Aligning security goals with business objectives and a risk-based approach to security are key to overcoming funding barriers.

Some regional differences emerged:

- Fifty-eight percent of North American organizations were more likely to have established appropriate use of the Internet as part of their security policy than organizations in Asia (41%), South America (37%) and Europe (36%).

THE BEST PRACTICES OF HIGHLY SECURE ORGANIZATIONS

The "2004 Global Information Security Survey," the largest ever conducted, shows that information security is improving and best practices are emerging. But the battle to protect critical data is far from won.

- Data protection, disclosure and destruction were part of organizations' security policies at 51% of the organizations in North America, versus 44% in Asia, 40% in Europe and 24% in South America. Inventory of assets/assets management were integral parts of organizations' security policies at 42% of the organizations in North America, 35% in Asia, 27% in South America and 25% in Europe.

noteworthy people

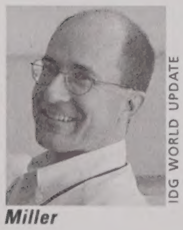
Langer

Lott

Horn

Phillips

Connors



IDG WORLD UPDATE

Miller

Promotions

Jorg Langer, editor-in-chief and associate publisher of IDG Germany's *GameStar* magazine, has been promoted to director of product development, charged with developing German entertainment products for the international market. "Jorg joined IDG in 1997 to develop *GameStar* and within an extremely short time turned the magazine into one of the most successful new launches in the PC gaming magazine market," said **Stephan Scherzer**, group publisher of IDG Germany's Consumer Unit. "We owe him a great debt of gratitude for the work he has done for *GameStar* in the past, including the relaunch planned for the October 2004 issue." *jlanger@gamestar.de*

GamePro Germany Editor-in-chief **Gunnar Lott** has been named editor-in-chief of *GameStar*. "In Gunnar we have a new editor-in-chief who is an outstanding journalist and expert on the entertainment market whom we expect to continue the success story of *GameStar*," said **Uwe Kielmann**, director of publishing of entertainment magazines at IDG Germany. *glott@gamestar.de*

Andre Horn, *GamePro* Germany deputy editor-in-chief, has been promoted to editor-in-chief. "In Horn, *GamePro* has gained a proven console specialist as editor-in-chief who will be able to successfully further develop the IDG mainstay in the console segment, " said Uwe Kielmann, director of publishing of entertainment magazines at IDG Germany. *ahorn@gamepro.de*

Steve Phillips, VP of sales at IDC West's GEA (Global Enterprise Advisory) and Sector accounts in the U.S. has been promoted to VP of Asia/Pacific sales and will be based in Singapore. "Steve's [move] from customer service representative to VP of sales in just seven short years is quite an achievement," said Associate VP **James Farley**. "Over the past three years the business has grown nicely and is poised to do well into the future. This year Steve's team has grown this business over 8% in CIS and over 100% in Consulting. Steve has great experience in forecasting, prospecting and territory management. He also serves on the IDC Sales Leadership Council, has been a leader and educator in sales tool adoption, sales language, sales training and methods. *sphillips@idc.com*

New employees

Martha Connors has joined Computerworld as VP/general manager for Computerworld.com. She was most recently with Technology Review, Inc., an MIT company and publisher of *Technology Review Magazine*, where she was EVP & COO. Martha is a graduate of UMass/Amherst with a degree in English and journalism. The mother of two daughters, aged 3 and 8, she enjoys folk and Celtic music and playing poker. *martha_connors@computerworld.com*

CXO Media has hired **Sean McCracken** as a senior Web developer. Previously a self-employed consultant, he earned a B.A. in media arts from the University of South Carolina and an M.S. in information systems from the University of Phoenix. *smccracken@cxo.com*

Recently a legal assistant at a law firm, **Stephanie Naughton** has also signed on with CXO Media as a production coordinator. She has a B.A. in graphic design from Framingham (Mass.) State College and enjoys gardening, antiquing and spending time with her two-year-old son Xander. *snaughton@cxo.com*

Eileen Smith is IDC Framingham's newest consulting manager, coming from Pegasystems where she worked as a healthcare product marketing manager. She holds a B.A. in business administration from the University of Notre Dame in South Bend, Ind., and an M.B.A. from Boston's Northeastern University. She enjoys tennis, travel and following the Boston Red Sox. *esmith@idc.com*

Research Analyst **Amita Potnis** comes to IDC Framingham from Stax Research where she was a research associate. She holds a B.A. in history from the University of Bombay and an M.A. from Tufts University in Medford, Mass., in "the most unconventional field of study," media history. In her free time she enjoys traveling and photography. *apotnis@idc.com*

Elizabeth ("**Lee**") **Foster** joins Network World as a sales assistant. She previously worked for Weyerhaeuser for 15 years, the last five as assistant to the VP of printing and publishing papers. An avid gardener, she also enjoys walking. *efoster@nww.com*

Returning employees

After more than five years away from IDG, **Dan Miller** is *Macworld*'s new executive editor, coming from C|Net where he was a managing editor. His previous roles at IDG include Fluegelman intern and later executive editor with *PC World* and senior editor of *The Web* magazine. He holds an A.B. in comparative religion from Harvard University in Cambridge, Mass., and an M.A. in journalism from the University of California/Berkeley. A hiker, he is also learning Latin. *dmiller@macworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Prefer a PDF?

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

John Gallant *Network World*

20

Cheryl Crivello *Network World*

18

Sylvie Mrabet-Neuhoff *IDG France*

15

Tina Ölschläger *IDG Germany*

10

Michal Kreczmar *IDG Poland*

9

Frank Hayes *Computerworld*
Aldona Rekawek *IDG Poland*
Jos Schong *IDG Netherlands*

8

Matthew Hamblen *Computerworld*
Daniel Verton *Computerworld*
James Walker *Macworld U.K.*
Betty Amaro-White *Network World*
Dan Orum *IDG Entertainment*

7

April O'Connor *Computerworld*
Marianne Kolding *IDC U.K.*

6

J.O.S. Svendsen *IDG Denmark*
Katsutaka Ishibashi *IDG Japan*
Marc Guillaumot *IDG France*
Joel Peteul *IDG France*

5

Jan Hendry Hamm *IDG Denmark*
Frank Maier *IDG Germany*
Naoki Morimoto *IDG Japan*
Christine Liber *IDG France*
Rien Buren *IDG Netherlands*
Remco de Graaf *IDG Netherlands*

4

redrik Johansson *IDG Sweden*
Ray Hoskins *IDC U.K.*
Masato Tateno *IDG Japan*
Kaoru Harikae *IDG Japan*
Josephine Teow *IDG Singapore*
Franco Forte *IDG Italy*
Zoltán Komáromi *IDC Hungary*
Barbara Madariaga *IDG Spain*
Felipe Vicente *IDG Spain*
Eric Boissier *IDG France*
Olivier Descamps *IDG France*
Muriel Huet *IDG France*
Timothy Johnson *Network World*
Susan Nunes *IDG Entertainment*

3

Lawrence Surtees *IDC Canada*
Menno Ziemer *IDG Netherlands*
Joseph McNeilly *IDG Entertainment*

2

Shin-ichi Shimizu *IDC Japan*
Ida Hasselrot *IDG Sweden*
Simone van der Kooij *IDC U.K.*
Reiko Sato *IDG Japan*
Antonietta Benigno *IDG Italy*

1

Ng Ee-laine *IDC Singapore*
Osman Tara *IDC Singapore*
Srividya Krathik *IDC Hong Kong*
Ji-Won Rian Kim *IDC Korea*
Mihoo Kim *IDC Korea*
Chiharu Kato *IDC Japan*
Junko Kumazawa *IDC Japan*
Irena Goldenberg *IDG Ventures*
Marianne Kiær Schwaner *IDG Denmark*
Andreas Leijon *IDG Sweden*
Andrew Penfold *Digit U.K*
Krista Elkin *IDC Canada*
Ryan McNalley *IDC Canada*
Luiz Henrique Junqueira *IDC Brazil*
Rogério Sant'Ana *IDC Brazil*
Akitomo Sugawara *IDG Entertainment*
Rasmus Andsbjerg *IDC Nordic/Denmark*
Jill Terry *InfoWorld*

IDC golf tourney targets financial services clients and prospects

An IDC foursome (L-R): Semiconductor Research Manager ***Allen Liebovitch****, Account Executive* ***Kevin Brodie****; Semiconductor VP* ***Mario Morales*** *and Senior Analyst/Account Manager* ***Caroline Morgen****.*

Last month IDC West teed up its second annual golf outing for about 50 of its Investment Research Service clients and venture capital prospects at the Coyote Creek Golf Club in San Jose, Calif.

"IDC is focusing on key areas of growth for our brand in the financial services space," said IDC West Account Executive **Kevin Brodie**. "We've already gained a client within two weeks of the event that was directly attributable to it. It was a tremendous success, in terms of dollars, client and prospect interaction and goodwill, and it was an excellent venue to discuss the value of IDC in a non-work environment."

Brodie said he is planning other events that will enable IDC to interact with clients and prospects that may be less sports-oriented. "IDC does many events, big and small, to add value to its client relationships and show customer appreciation," he noted.

Write to kbrodie@idc.com. WU

On or off?

PC World's August issue included the feature "Busting the Biggest PC Myths." The following excerpt examines whether or not turning off your PC daily to save power shortens its life:

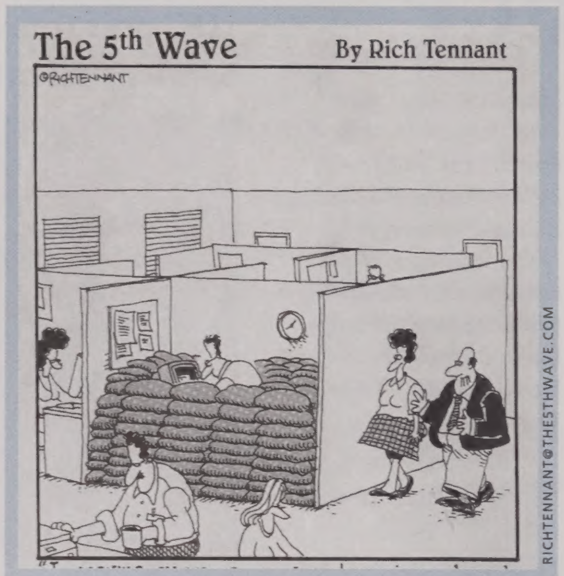
"Here's a topic that provokes debate. One side argues that turning the PC on and off stresses components. The other side says it's a good thing; even the best programs and the OS can get cranky without occasional shutdowns.

There's no definite answer. Most authorities, however, lean toward the idea that shutting off does more good than harm — plus it saves power. Keven Krewell, editor-in-chief of the "Microprocessor Report," supports that side of the debate. "Processors typically have a 10-year life span," he says, so a PC will be dead weight before switching it on and off could affect the CPU.

Tip: If you're using Windows XP, right-click the desktop, choose New|Shortcut, type shutdown –s –t 00, click Next, give the shortcut a name (for example, "Shutdown"), and click Finish. Next time you need to shut down, click the shortcut icon."

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Jeffrey Hyman** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive IDG sport safes.



"I told him to hunker down, not bunker down!"
Jeffrey Hyman, Bio-IT World

Honorable mentions

"I'm curious as to why our new chief security officer couldn't just tell us over the phone about his ideas for protecting users against computer attacks."
Mark Levitt *IDC*

"I know Tom has set all kinds of sales records this month, but I am starting to think that maybe he sandbags his leads."
Rich Green *IDG List Services*

"I'm not 100% positive, but I believe the new sales guy may be sandbagging his contracts."
Daniel Cardamone *IDC Latin America*

"We're big on security here, next I want you to meet Bob, he's in charge of our firewalls…"
Lisa Lauze *IDG*

"And as you can see, we've upgraded the firewall."
Jose Rodriquez *IDC*

"Security is IT's No. 1 priority so let's see how Arnold is doing building our new firewall."
Simon Salamon *IDC*

Rich Tennant's original caption:

"I assume everyone on your team is on board with the proposed changes to the office layout."

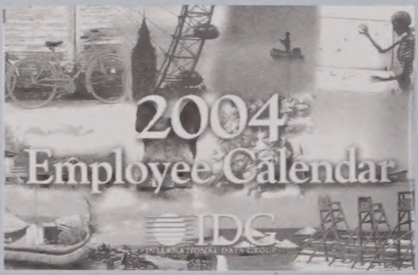
and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Mats Eriksson *IDG Sweden*
Joyce Jiang *IDG China*
Steve Phillips *IDC*
Lori Piscatelli *CXO Media*
Susan Watson *CXO Media*

IDG photo calendar contest ends Sept. 17

Entries to the 21st IDG Employee Photo Calendar contest must be received by Sept. 17. If you haven't yet participated, here are the rules:



- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a traditional film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file (pixel dimensions of at least 1500 pixels wide). Save JPGs using the highest quality image setting with the least amount of data compression. Small files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Friday, Sept. 17.

Please send your photos to: *IDG World Update*, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S. Electronic images may be sent to world_update@idg.com.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

First, second and third prize winners will receive $250, $150 and $100, respectively.

Questions may be sent to world_update@idg.com.

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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CIO 100 Symposium provides outstanding peer-networking opportunity

CIO magazine's sixth annual CIO 100 Symposium and Awards Ceremony, held last month at The Broadmoor in Colorado Springs, Colo., continued its tradition of breaking the previous year's record for attendance, sponsors and revenue. Held in conjunction with the publication's annual *CIO* 100 special issue honoring leadership and innovation in the use of technology, information management and organizational development, the CIO 100 attracted close to 600 CIOs and other senior information technology executives as well as executive management representatives from 19 sponsoring organizations.

CXO Media staff pose with members of the Amazing Acrobats of China from the New Shanghai Circus. The group performed during the CIO 100 Awards ceremony. Standing (l-r): ***Rick Sheehy****, publicist;* ***Bob Sawdon****, south central regional sales director;* ***Ed Prewitt****, senior editor;* ***Jennifer Richards****, senior VP, Executive Programs;* ***Cynthia Mollus****, VP, Conference Management;* ***Abbie Lundberg****, editor-in-chief;* ***Mindy Blodgette****, senior editor, special projects;* ***Allan Holmes****, Washington, D.C., bureau chief;* ***Ellen Romanow****, executive VP, Sales & Custom Publishing;* ***Elana Varon****, senior editor;* ***Rick Pastore****, editor.*

The overwhelming success of the event is testament to the value attendees place on both the conference program and the opportunity to interact with their peers, according to **Jennifer Richards**, senior vice president of Executive Programs for CXO Media. Critical topics of discussion included sourcing and outsourcing, the CIO role, executive relations, agile integration, security and managing growth.

continued on page 5

Advanstar Asia signs license to publish *Computerworld Hong Kong*

IDG recently signed a licensing agreement with Advanstar Asia Ltd. to publish *Computerworld Hong Kong*. The 20-year-old publication is the leading English-language professional IT journal in the local market "by a mile," said its new publisher, **Robert Ferguson**. IDG closed its Hong Kong subsidiary in August.

telecomasia
wirelessasia
ADVANSTAR
COMPUTERWORLD

The Computerworld Hong Kong team (front row, l-r): ***Sheila Lam****, senior reporter;* ***Chloe Wong****, marketing & Web manager;* ***Katherine Kwok****, business manager;* ***Angelica Choi****, sales coordinator;* ***Vivian Lam****, circulation manager;* ***Connie Yip****, sales manager; and* ***Pauline Wong****, production manager. Back row (l-r):* ***Chee Sing Chan****, editor;* ***Eric Lam****, art director;* ***Robert Ferguson****, group publisher;* ***Stefan Hammond****, assistant editor; and* ***Howard Ma****, sales director.*

Six key members of the *Computerworld Hong Kong* team joined new colleagues at Advanstar and will continue working on the monthly publication. They include: Sales Director **Howard Ma**, Sales Manager **Connie Yip**, Editor **Chee Sing Chan**, Senior Reporter **Sheila Lam**, Art Director **Eric Lam** and Assistant Editor **Stefan Hammond**, who returns to *CW* after a brief stint at the *Bangkok Post*.

Computerworld's controlled circulation has been increased from 8,600 to just over 9,200. "We're very happy with *Computerworld*'s current distribution," said Ferguson, noting that it is read by senior IT executives at virtually all of Hong Kong's leading companies.

Ferguson said no major changes are planned for *Computerworld*, which, he said is "extremely well known and respected in the local market." If any-

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what I've learned about...

Design (and what I think every designer should know)

Robert Kanes, creative director for PC World, manages the print and Web design staffs for the brand. He has guided both divisions in developing a graphic identity that balances authoritative product reviews with a strong service component, picking up over 125 editorial design awards along the way. At PC World since 1988, Kanes has also served as art director of its numerous joint-publishing ventures, including projects with *Newsweek*, AOL, Yahoo and MSN.

Before joining PC World, Kanes worked at IDG's *InfoWorld* and *Macintosh Today*. A past winner of the Walter Hortens Award for service to the design community, his credits also include projects with the Graphic Artists Guild, American Society of Media Photographers and the San Francisco Museum of Modern Art. Reach him at robert_kanes@pcworld.com.

Working in the publication field is a multi-faceted privilege. You're an heir to so many fabulous traditions: typography, graphic design, illustration, photography, printing and, of course, journalism. That's why a key aspect of what I do (and encourage others to do), is to think as a visual editor: engage the reader or viewer as quickly as possible, support the editorial message with the most effective packaging possible and consider each visual task as an exercise in conversation with your audience. I'm pleased to say the thrill of seeing a page come together (in print or online) never seems to wane. In reflecting on conversations I've had with other editors and designers about these topics, I realize there are many familiar threads, some timeless true-isms and a few common-sense rules worth sharing. Thus, my "Top Ten" observations:

1) What is design, anyway? Design is obviously the fusion of form and content, but even more, it's the process of imparting meaning through organization, simplification and clarification. And generally speaking, less is more. So quite often the value design imparts is in what is *not* seen.

2) Why have design criteria? In the same way a publication must be clear about its intentions and point of view, designers must be clear about their key design criteria before approaching or executing a new assignment. They should always ask themselves: is this useful, is this smart, and is this compelling? In other words, have I created an emotional connection with the reader? If the answer is yes, then you've chosen the right criteria, and upheld the contract with the reader.

3) What should designers know about work styles? That for better or worse, publication design is not really linear, i.e., be prepared to switch gears at a moment's notice, and be prepared to juggle multiple tasks simultaneously. (Though there is nothing revolutionary here, this fact will always be somewhat frustrating to designers, who have been trained since day one to use an iterative process to refine their work). In the end, the one thing that always remains linear about the process is the fact that the press date never moves.

4) What should designers know about publications? First, that a publication is the physical expression of a particular psychographic affiliation (or "affinity group"), which is why it's so important to create an emotional connection with the reader. Second, that you have to be credible. Always have a particular reader in mind, always express a clear point of view, always maintain the integrity of the content, and always understand that readers will quickly sniff out inauthenticity.

5) What should designers teach editors? That good design adds value, gives meaning, illuminates, simplifies, clarifies and respects the viewer. That design is a cultural mission in which life and work are almost inseparable (so be suspicious of designers who aren't visually curious and culturally aware), and finally, that context changes everything. That's why a change of form should always signal a change of meaning or content, and that's why creating a clear visual hierarchy for content is crucial to providing accurate cues to the viewer.

6) What should designers know about judging design? That design judgments are based on two kinds of values: one symbolic (I like the idea itself), the other formal (I like the execution of that idea). Smart designers should be quick to recognize and respond when a third, unpredictable value is injected into the mix: personal taste.

7) What should designers remember about the creative process? That there is no formula for good design, that the public can't like what it doesn't know yet, and that "moving the furniture around" isn't visual problem solving; it's simply changing the dynamics of whatever successes and failures already exist.

8) What else should designers expect to do besides being creative? They should expect to speak many languages (editorial, design, technical); they should expect to be flexible, savvy negotiators (with team members, contributors, contractors, and intellectual property-holders); they should expect to internalize and extend the design logic of their publication; they should expect to participate in as much of the editorial planning process as possible; they should expect to anticipate the effects of their decisions on the systems used to publish them; and they should expect to amplify the cross-media possibilities of the content they produce.

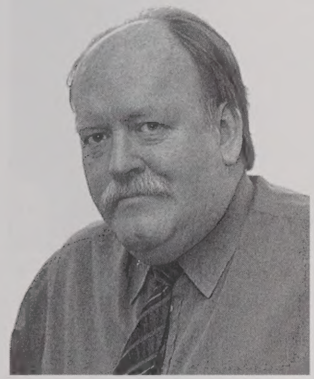
9) What's the most important thing you tell designers each day? To isolate the editorial problem by looking beyond the first visual solution and focusing on the context of the original request.

10) What do designers need to thrive? Lots of good light, lots of good coffee, lots of good music, and the right tools to work with. Oh, and a team that recognizes them as graphic journalists, not just the graphics department! WU

the interview

one on one

Don Kennedy
IDG Australia's managing director is this week's guest columnist. Reach him at don_kennedy@idg.com.au.



Q Can you very briefly summarize where IDG Australia stands in the local IT publishing/events market?

A Where there are independent readership studies, we have all the leaders — Computerworld among weeklies, *CIO* among enterprise monthlies, *ARN* among channel titles; *PC World* among the PC magazines aimed at technically knowledgeable readers and *Australian Life Scientist* for that community. All are advertising leaders, as well. We take in about 45% of all IT ad pages in the market and believe that translates to more than 50% of the ad dollars.

Q With IDG Australia organizing its second Enterprise Product Line Meeting later this month, what issues do you think will be at the forefront this year compared to last year?

A **Linda Kennedy**, who convenes the *CIO* group, feels that brand extension is the critical issue. All of our successful enterprise titles are finding ways to leverage the enormous strength of their brand name into new ways of raising revenues. Apparently years of writing about the agile enterprise has taught our publishers how to be just that.

For several of our enterprise stars, the print edition that first gave their brand its name now makes less profits than do the events, online sites and services, newsletters, research and the like which leverage off the brand. When you look at the work that the CXO Media team in the U.S. is doing on the CIO Executive Council, you see the potential for brand extension is awesome. Others will be showing us how to take the brand and leverage it in narrower niches, such as government, SMEs and the like.

A quick look at the agenda for this year's meeting shows that we are spending very little time looking at how to put out publications and lots of time looking at how we can leverage our readers' trust and loyalty into greater — and more significant — business opportunities.

Q You're a big proponent of "guerrilla publishing." Can you explain what that is?

A It is a mindset that understands that our market changes very fast, and parts of our business have to be flexible enough to take advantage of opportunities that weren't anticipated during long-term planning.

I liken it to guerrilla warfare for a few reasons. It is focused on a narrow, specific objective ("Win the battles and the war will take care of itself"); it usually uses "irregular troops," that is people brought together for just that purpose; and it is not necessarily about long-term results.

As with real-life guerrillas, success depends upon being closer to the local market and more knowledgeable about local conditions than your competitor. And in the end it is won with hard — make that, very hard — work on the part of the team.

A good example of this here is *CIO* magazine, which will have a slight dip in advertising revenues this year compared to FY03. However, by doing several events and publications that weren't even contemplated in this year's budget — our CIO Government conference in March, telecommunications-based breakfast seminars in three cities and launching a print *CSO* following its online-only debut — CIO's total revenues will have grown 7%, helping it achieve a record profit this year.

And the good news is it doesn't always have to be about recovering. After meetings with a major advertiser, *ARN* created an integrated online and events service for a segment of its audience. Sponsorship for both added to what was already proving to be a great year for *ARN*. I should point out that most successful IDG business units are now practicing "guerilla publishing" even if they don't use the term.

Q What are the "minibooks" that *Australian PC World* offers?

A These are a great idea from **Mike Udabage**, the president of our PC division. I think of them as single-topic magazines that look more like books and have long shelf-life at the newsstand.

They are A5-sized books of about 128 pages, priced at A$11.95 and $17.95 (US$8.44 and $12.67) dealing with narrowly-defined topics. Typically they include CDs with programs and tools, and they have a long shelf-life in the news agent's. Best of all, they are very profitable with high margins. Many attract advertising or sponsorship, but most of the profits come from readers.

Among the most successful titles this year have been: Linux Minibook, Build Your Own PC, Ultimate Free Software, and Tips and Tricks. Several of these have gone through as many as four editions. Recent titles have dealt with digital photography, DVD editing and games.

We are in discussions with some other IDG units to

continued on page 7

IDG Australia at-a-glance

Year established 1978

No. of employees 85

Publications *Computerworld* (weekly), *GamePro* (bi-monthly), *PC World* (monthly), *ARN* (*Australian Reseller News*) (weekly), *CIO* (monthly), *CIO Government* (bi-monthly), *CIO Connected* (quarterly; aimed at productivity issues of telecommunications and wireless connectivity), *CSO* (quarterly), *Information Age* (bi-monthly), *Australian Biotechnology News* (weekly), *Australian Life Scientist* (monthly)

Web sites Besides www.idg.com.au and sites attached to our publications, we also have:
www.LinuxWorld.com.au
www.ITMarketer.com.au
We also offer more than 45 e-mail newsletters.

Other business IDG Contacts, a leading database and market research company.

Events Two CIO conferences; CIO Government Conference; My Home Entertainment Expo; seminars and "roadshows" by *ARN* and *CIO*; Computerworld IT Leaders Forum; Computerworld Excellence Awards.

GameStar draws readers to paid content with weekly TV show

GameStar in Germany has found a unique way to draw online users into its paid content section: give them an exclusive look at GameStarTV. The seven-minute weekly news show is pre-produced at the *GameStar* office in Munich and posted on gamestar.de on Wednesday nights as a video that can be downloaded. According to *GameStar* Editor-in-chief **Gunnar Lott**, real streaming video is too expensive, but the downloadable format has worked well, and past shows are archived online.

GameStar
Petra Schmitz

*GameStar TV Host **Petra Schmitz** with **Heiko Klinge**, a fellow GameStar editor who often appears on the show.*

*GameStarTV host **Petra Schmitz** interviewed two members of the Star Wars fan club for a special show shot at the Games Convention in Leipzig earlier this year.*

GameStar TV has aired since August 2003 and draws an average of 1,400 users per week, about 20% of all GameStar.de's premium users. Ninety-five percent are males ages 15 to 35. Access to the premium section of the site costs close to four Euros per month (US$4.86).

GameStar Editor **Petra Schmitz** hosts the show and is the primary person who determines the content. "The best part about being the involved in the show is that I feel I can put a more personal mark on my reporting compared to what I can do in the magazine," she said. "But that doesn't mean that I just cover the games I like the most! On GameStar TV you'll find what's hot, what's new and what most PC gamers are interested in."

Besides the TV show, the *GameStar* video team also produces content, such as commented gaming footage, coverage from games-related events and interviews, for the monthly cover mount DVD included with the magazine. GameStar TV is cross-promoted in both the magazine and the DVD.

The video team also joined *GamePro* Germany this year to produce a special DVD set with more than six hours of coverage from the Electronic Entertainment Expo (E3) that was sold at Saturn, a multimedia retail chain.

Contact Gunnar Lott at glott@gamestar.de or Petra Schmitz at pschmitz@gamestar.de. WU

Coming up

Computerworld Business Intelligence Perspectives
Sept. 27-29
JW Marriott Desert Springs Resort
Palm Desert, Calif.
www.biperspectives.com

Security Conference 2004 Ireland
Sept. 23
The Guiness Storehouse
Dublin
www.idc.com/getdoc.jsp?containerId=IDC_P7829

European IT Forum
Sept. 27 - 28
Le Meridien Montparnasse
Paris
www.idc.com

Enterprise Global Product Support Center Meeting
Sept. 28-30
Le Meridien Montparnasse
Paris
Contact: Mark Jones, IDG Australia
mark_jones@idg.com.au

LinuxWorld C&D (Conference and Demonstrations) Tokyo 2004
Sept. 29-30
Shinjuku NS Building/NS Event Hall
Shinjuku, Tokyo
www.idg.co.jp/english/expo/index.html

Open Source World 2004
Sept. 29-30
Shinjuku NS Bulding/NS Event Hall
Shinjuku, Tokyo
www.idg.co.jp/english/expo/index.html

Security Conference 2004 U.K.
Sept. 30
Langham Hotel
London
www.idc.com/getdoc.jsp?containerId=IDC_P7832

LinuxWorld Conference & Expo
Oct. 6-7
Olympia Exhibition Centre
London
www.linuxworldexpo.co.uk
Contact: Gary Cunningham
g.cunningham@linuxworldexpo.co.uk

PC World Global Product Support Center Meeting
Oct. 20-22
San Francisco
Contact: Sandy Wong
sandy_wong@pcworld.com

RoboNexus
Oct. 21-23
Santa Clara Convention Center
Santa Clara, Calif.
www.linuxworldexpo.com

Storage Networking World Fall 2004
A Computerworld event
Oct. 25-28
JW Marriott Grande Lakes Resort
Orlando, Fla.
www.snwusa.com

Network Security Forum 2004
Oct. 28-29
Aoyama TEPIA
Gaienmae, Tokyo
www.idg.co.jp/english/expo/index.html

For more IDG events go to the events section on www.idgcentral.com.

September 20, 2004

Senior Tax Accountant (CSC)

IDG's Corporate Support Group is searching for a Senior Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain exposure to the different areas of tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required; an accounting background is a plus.

Location: Framingham, MA

Contact: J. McKaughan, Fax: 508-935-4600, Email: jljobs@idg.com

Director, IT Leadership Council (CWI)

Computerworld, the leading publishing company serving IT management, has an exciting opportunity for an entrepreneurial technology professional to develop and grow a new business venture. The IT Leadership Council will be a peer-to-peer advisory group consisting of senior level IT leaders. Leveraging Computerworld's extensive database of publication subscribers, web visitors and conference attendees, the ITLC will become an influential force in the global IT industry. Ideal candidates for this position will bring significant technology experience and an interest in, and aptitude for, business development. This role will require excellent leadership skills and strong people and project management skills. This position reports to the VP/GM, Computerworld.com and has a strong dotted line to Computerworld's CEO/President/Publisher. Travel will be required.

Location: Framingham, MA

Contact: P. Sheer, Email: jobs@computerworld.com

Advertising Sales Associate, CMO Magazine (CXO)

CXO Media is looking for a high energy individual to provide sales support to our CMO Magazine sales team. Based in Framingham, this individual will support the Publisher and two Regional Sales Managers (one of whom is located in our San Francisco office). Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, RFP's and other special projects. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience.

Location: Framingham, MA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Director, Healthcare - CIO Executive Council (CXO)

The position will have financial management responsibility for the CIO Executive Council's Health Care program and is chartered with creating unique value for CIOs in the Health Care industry, driving member recruitment and marketing activities, consulting with Council members to direct the organization's Health Care initiatives, building and maintaining relationships with industry CIOs and entities, attending and speaking at industry events and affiliations which promote the growth and development of the industry, and maintaining a comprehensive knowledge of the industry. This individual will work closely with the Council's External Relations and Project Management Offices and with other senior management, and collaborate with the Council's member services and sales teams. This is primarily an individual contributor role. Clients include Health Care Products and Services CIOs. The ideal candidate will have 10-12(+) years experience in this or a parallel industry and relationships in the US and global Health Care industry as it relates to IT. The candidate must possess and entrepreneurial spirit with strong business development skills and proven success in winning clients. Exceptional written and oral communication and working knowledge of vertical market analysis practices is required. Bachelors degree required/MBA preferred. Travel required.

Location: Framingham, MA

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Director, Pharmaceuticals - CIO Executive Council (CXO)
The position will have financial management responsibility for the CIO Executive Council's Pharmaceuticals program and is chartered with creating unique value for CIOs in the Pharmaceuticals industry, driving member recruitment and marketing activities, consulting with Council members to direct the organization's Pharmaceuticals initiatives, building and maintaining relationships with industry CIOs and entities, attending and speaking at industry events and affiliations which promote the growth and development of the industry, and maintaining a comprehensive knowledge of the industry. This individual will work closely with the Council's External Relations and Project Management Offices and with other senior management, and collaborate with the Council's member services and sales teams. This is primarily an individual contributor role. Clients include Pharmaceutical, Biotechnology, and Clinical Research Organization CIOs. The ideal candidate will have 10-12(+) years experience in this or a parallel industry and relationships in the US and global Pharmaceuticals industry as it relates to IT. The candidate must possess and entrepreneurial spirit with strong business development skills and proven success in winning clients. Exceptional written and oral communication and working knowledge of vertical market analysis practices is required. Bachelors degree required/MBA preferred. Travel required. ***Location: Framingham, MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Group Vice President and GM, Global Services (IDC)
The Global Services Group is seeking a dynamic leader with experience and knowledge in professional services to direct IDC's global professional services team. Reporting to the SVP Communications, Hardware, Software and Services Research, this individual will be responsible for setting strategic vision and driving research and consulting business for the services practice with specific focus on IT outsourcing, offshore and emerging services.
Specific responsibilities include: manage an active team of global analysts, acquire new clients for subscription research, and drive value-added consulting business. The individual is expected to have proven capabilities to develop new business initiatives, present at industry and vendor forums, raise visibility of thought leadership views on professional services and lead quantitative and qualitative studies on competitive market trends. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Sr. Account Executive, Life Science Tools and Technology, and/or Pharma Drug Discovery (IDC)
Life Science Insights, an IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market - biotech and pharmaceutical companies and the technology companies that support them. We are currently seeking a Senior Account Executive who has been successful selling into the life science tools and technology vendors, biotech, and/or pharma drug discovery industries. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Life Science Insights practice. This position will have nationwide sales responsibilities for selling the Life Science products – research, CIS services, multi-client studies and consulting. The successful candidate will be able to make presentations on the product offerings to director and VP level executives, and tailor the Life Science Insights offerings to client needs. The individual must be knowledgeable about life science tools and technology, biotech and/or pharma drug discovery; have relationships with life science related vendors and companies and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Program Vice President, Energy/Utility Research (IDC)
IDC's Vertical Research Group provides vertical strategy via market research studies and continuous assessment of how industry events develop into an IT opportunity. The result is accurate, forward looking insight into the industries. The Vertical Research Group seeks a Program Vice President, Energy/Utility Research. The position will have P&L oversight chartered with the development and launch of IT research products about energy/utility industry solutions. Responsibilities include: lead quantitative and qualitative studies on competitive market trends, manage a small team of analysts, drive sales and marketing activities, and acquire new clients for subscription research and value-added consulting business. The individual will have proven capabilities to develop new business initiatives, present at industry events and raise visibility of thought leadership views on energy/utility and business issues. Clients include IT vendors, market strategists and go-to-market personnel. For more details, please visit idc.com.
Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Senior Account Executive – Sector Sales (IDC)

IDC's Sector Sales Group is seeking a Sr. Account Executive who will focus on selling IDC's research products to industry vendor clients primarily on the east coast. This position will report to the AVP Sector GEA, East Coast. As a member of a collaborative team, the Sr. Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. For more details, please visit idc.com.
Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Director of International Accounts (IGS)

Rapid growth and the ever increasing emphasis by IT vendors on global marketing present the opportunity for an international advertising sales position in the Eastern US region. IDG Global Solutions utilizes IDG's global resources to assist leading IT companies build brand recognition by developing globally integrated marketing programs via IDG's print, online and exposition products worldwide. This individual will design and implement global sales strategies to generate revenue by maximizing ad sales and market share and will be responsible for representing the advertising sales interests of over 350 indigenous IT magazines and newspapers across 85 countries. Candidates for the position will be on the front line reinforcing IDG as the world's largest and most successful provider of information services and must, therefore, have proven ability to manage multiple priorities in an extremely time sensitive, fast paced multi-tasking sales environment. Candidates preferably should combine a minimum of 3-5 years of international sales, international marketing or outside space sales experience for a major computer publication. International diplomacy and excellent communication skills are a must. Foreign language ability a definite plus. ***Location: New York, NY***
Contact: J. McKaughan, Fax: 508-935-4600, Email: jljobs@idg.com

Sales Associate (MAC)

Mac Publishing is looking for a high energy, administrative whiz to provide sales support to the print sales and marketplace account managers. The Sales Associate's primary responsibilities include: prospecting new clients, customer contact and follow-up on behalf of the team, heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders, and working with production on ad placement. Qualified candidates will have a customer service orientation, strong writing skills, Mac computer experience, familiarity with Word, Excel, PowerPoint and Quark, and a minimum of 2 years business experience. Must be able to work independently and as a member of a team. Knowledge of technology and/or publishing/advertising agency experience would be a plus.
Location: San Francisco, CA
Contact: C. Ramsey, Email: cramsey@macworld.com

Graphic Designer (NWI)

Network World's Award-winning design department is seeking a talented designer with 1-3 years experience. In this position you will be responsible for the design of information graphics, commissioning photography/illustration and assisting with page design. Candidates should possess strong organizational skills, be detail-oriented and have the ability to work with multiple projects in a deadline-driven environment. Proficiency in Freehand (or Illustrator), PhotoShop and QuarkXpress preferred. Strong typography and illustration skills are a plus.
Location: Southborough, MA
Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

CIO 100

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Attendees also appreciate the opportunity to meet and build relationships with their peers. "We ensure a peer experience for our attendees by adhering to a strict set of criteria regarding seniority, job function and budget responsibility," Richards added. "By leveraging best practices, new ideas and out-of-the-box thinking garnered through networking and in-depth dialogue with colleagues who are facing similar issues and challenges, the CIOs return to their offices with immediate and actionable value," Richards noted.

CIO Editor-in-chief **Abbie Lundberg** and David Thompson, CIO of PeopleSoft, offer a toast to the winners of this year's CIO 100 Awards.

The CIO 100 Symposium and Awards Ceremony is the culmination of a process that begins in January when the *CIO* editorial staff puts out a call for entries for its annual CIO 100 Awards, now in its 17th year. This year's theme, The Agile Organization, was selected by CIO editors to honor organizations that have learned to move quickly, adapt intelligently and create advantage in a rapidly changing world, according to **Ed Prewitt**, CIO's leadership and management editor, and this year's CIO 100 project leader. All applications are reviewed by a team of CIO editors, who make the final selections.

The winners are profiled each year in the Aug. 15 issue of *CIO* magazine. For the past six years, they have also been invited to the CIO 100 Symposium and Awards Ceremony where, on the final night during a black-tie dinner and awards presentation, they are called to the stage individually to be publicly recognized by their peers.

As he has for the previous three years, Paul Saffo, director of the Institute for the Future, served as conference moderator. In his opening remarks, Saffo told attendees that CIOs have now moved beyond the disappointment of the dotcom bubble to an era in which IT will have significant – though not yet fully understood — impact on businesses."

CIO Editor-in-chief **Abbie Lundberg** welcomed attendees on the first morning and served as master of ceremonies for the awards dinner and ceremony, assisted by Prewitt. Several members of the *CIO* editorial team served as moderators for various sessions including Senior Editor **Elana Varon**, Editor **Rick Pastore** and Executive Editor **Alison Bass**.

To read more about the winners of this year's CIO 100 Awards visit www.cio.com. For more information, write to Jennifer Richards at jrichards@cxo.com.

Computerworld Hong Kong

continued from page 1

thing, the publication's transfer to Advanstar has "perhaps reinvigorated what is a highly motivated team, helped to unleash their potential and breathed fresh life into the publication."

And the team is already hard at work on a number of related projects. A Computerworld-branded daily online newsletter will launch in October, a CW Roundtable will take place later this month, a storage forum is scheduled for October and a Computerworld awards event will take place in the February/March 2005 timeframe.

Advanstar Communications Inc., the New York-based parent company of Advanstar Asia Ltd., is a worldwide business information company serving specialized markets with 100 business publications, 72 tradeshows and conferences, online products, and various direct marketing, database and reference products and services. The company has more than 1,400 employees and operates in offices throughout North America, Latin America, Europe and Asia.

Ferguson said he hopes to attend the upcoming Enterprise product line meeting in Paris Sept. 28-30. For more information, contact him at rferguson@advanstar.com.

noteworthy people

IDG WORLD UPDATE

Lee

Tubbs

Green

Fleming

Promotions

IDC Group VPs of Sales **Michael Deutsch** and **Brad Thorpe** have been promoted to the new sales executive positions of group VP/general manager. "These new positions recognize the important role played by each of these individuals in the overall management of IDC's top customer relationships, which are a key IDC asset," said Senior VP, Worldwide Sales/Marketing **Don Best**. "During the past four years, IDC's revenue performance and profit growth have largely depended upon the growth and management of these top customers, with Michael and Brad both taking leading roles in this effort. Our future growth will depend upon how effectively we can continue to grow and manage these accounts, and the position of group VP/general manager in sales is tasked with managing all of IDC's resources towards this critical objective. Michael will continue to manage the Industry Accounts team, and Brad will continue to manage the Enterprise and GEA/Sector Accounts teams." *mdeutsch@idc.com and bthorpe@idc.com*

New employees

Based in South Pasadena, Calif., but expecting to travel to China frequently, **David Lee** joins IDG Asia as director of business development. He'll be involved in new projects, particularly related to IDG's foray into the film and television businesses in China, and also have oversight responsibility for IDG's Chinese *GamePro* and *GameStar* titles. David was previously with K1 Ventures but before that spent five years in the film and TV industry, most recently as a business development/strategic planning manager with Revolution Studios. David has a B.S. and an M.B.A. from the University of Southern California and enjoys golf and surfing in his free time. *david_lee@idg.com.cn*

Sandra Tubbs is IDC West's VP of sales for GEA (Global Enterprise Advisory) and Sector accounts on the West Coast. She was a VP at Media Metrix and Aberdeen and has held senior positions at Dataquest and Gartner AP. She has also lectured at Stanford University and the University of California/Berkeley on research methodologies. She holds a B.A. in economics from UCLA. An avid skier, she also enjoys scuba diving, golf and hiking. *stubbs@idc.com*

ITCareers has hired **Deborah Green** as a sales and marketing associate. She was previously a marketing coordinator/category manager with DB Marketing Co. She holds a B.S. in marketing from the University of Massachusetts/Dartmouth and is currently enrolled in a digital photography certificate program at the Rhode Island School of Design in Providence, R.I. Away from her desk she enjoys yoga, kickboxing, rollerblading and jogging. *deborah_green@itcareers.net*

IDC West in Mountain View, Calif., has hired **Robert Fleming** as a client service representative for Global Enterprise Advisory and Sector West, coming from the IT/Operations department at California Casualty Management Co. He holds a B.S. in business administration from Hayward (Calif.) State University. Away from his desk he enjoys reading, attending local sporting events and camping. *rfleming@idc.com*

The IDG News Service's Tokyo bureau has doubled to two with the addition of Correspondent **Paul Kallender**, who's been writing about space development, business issues and the semiconductor industry for seven years. He has a B.A. (Hons) in history from the University of East Anglia in Norwich, U.K., and won the Horgan Prize for Excellence in Science Writing while earning an M.S. in journalism from Columbia University in New York. Paul is a practitioner of Shotokan Karate, spends time at the movies and enjoys escaping Tokyo for greenery and picnics with friends. *paul_kallender@idg.com*

IDG World Expo welcomes Audience Development Specialist **Tamika Brock**. She was previously exhibits coordinator for the Massachusetts Dental Society. Tamika earned a B.A. in communications from American University in Washington, D.C. She enjoys rollerblading, photography, badminton and spending time with her five-year-old daughter.

Michael Ormsby joins Life Science Insights in Framingham, Mass., as a senior account executive. Micheal most recently held the same position at Forrester Research. He earned a B.A. in economics from Bucknell University in Lewisburg, Penn. Outside the office, he enjoys reading, coaching, winemaking, home improvement projects, treaveling to interesting new places and "attempting to land a small white ball into a very elusive hole in the ground!" *mormsby@idc.com*

Heidi Foubare joins IDC as an office services assistant in Framingham, Mass. Previously a receptionist for a local tanning salon, Heidi enjoys reading, fitness walking, taking care of her small menagerie including two cats and two rats, and volunteering at an animal shelter. *hfoubare@idc.com*

Transfers

John Amato, previously VP/business development for CXO Media's Executive Programs team, takes on the same role at Computerworld's Strategic Programs & Events group. John attended the University of Southern California/Los Angeles, where he earned a B.S. in business administration. A graduate of the Skip Barber Racing School, his outside interests include car racing, weight-lifting, hiking and music. He is also a loyal fan of his alma mater's football team, the University of Southern California Trojans. *john_amato@computerworld.com*

Let us hear from you!

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Suresh Rajon *IDG France*
Karl Koessel *PC World*

18

Michael O'Neil *IDC Canada*

17

Gary Beach *CXO Media*

14

Margarita Chiango *CXO Media*
Lennart Ekner *IDG Sweden*
Maria Jose Marzal *IDG Spain*

13

Simona Cattaneo *IDG Italy*
James Duffy *Network World*

12

Joyce Gillis *CXO Media*

10

Kathryn Marston *CXO Media*

9

Carol Zarrow *CXO Media*
Kuroda Makoto *IDG Japan*

8

Terri Haas *CXO Media*
Todd Datz *CXO Media*
Peter Holmgren *IDG Sweden*
Nils Holmlöv *IDG Sweden*
Serge Leblal *IDG France*

7

Wendy Roubroeks *IDG Netherlands*
Andrew Brandt *PC World*

6

Catarina Källström *IDG Sweden*
Pernilla Norin *IDG Sweden*
Jenny Maurin *IDG Sweden*
Régis Bazin *IDG France*

5

Martin Roos *IDG Sweden*
Chris Sullivan *IDC Canada*
Tom Mainelli *PC World*

4

Whitney Heng *IDC Japan*
Charlotte Kjerrman *IDG Sweden*

3

Michael Greeley *IDG Ventures Boston*
Patrik Enell *IDG Sweden*

2

You-Sook Hong *IDC Korea*
Nicola Turnbull *PC Advisor*
Suvi Markunsalo *IDC U.K.*
Eric Hill *InfoWorld Media*

1

Neva Tachkova *CXO Media*
Han-Sung Yoon *IDC Korea*
Jason Caddies *IDC Thailand*
Ataporn Yongsoongnuen *IDC Thailand*
Atthawan Suwannachuen *IDC Thailand*
Kitcha Ing-udomnoogoon *IDC Thailand*
Joanne Haywood *IDC Canada*
Giedre Moura Batista *IDG Brazil*
Cristiane Calegaro dos Santos *IDG Brazil*
Paulo Rezende Leite Neto *IDG Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

provide the content (and/or the actual minibooks) so they can try this business in their country. If anyone is interested, they should e-mail Mike at mike_udabage@idg.com.au for further information.

Q **Would you ever consider going slightly outside the IT market space to tap publishing/events opportunities in other arenas?**

A Sure, we already do. Our life sciences titles deal with the whole biotechnology market and not just bio-IT. The Contacts database division covers all corporate officers, not just CIOs. Our first Home Entertainment Expo (Oct 29-31 in Sydney) will be a hybrid show putting companies like Bose and Foxtel (our largest pay TV provider) alongside Hewlett-Packard, Sharp and Samsung. Our PC World minibooks division is also planning to test market some opportunities outside the IT space, and *CIO* is hoping to launch an Australian online version of *CMO*.

Increasingly it is harder to tell what is IT and what isn't. Similarly, it's becoming next to impossible to divorce content from its delivery technology as we try to categorize business opportunities. If people use the Web to research a topic, does that topic now fall under our umbrella? If toys, games, appliances and audio-visual devices now run off a Media Center PC, does that make them IT peripherals?

As the world moves to near-ubiquitous information technology in the forms of cellular phones, PDAs and other mobile devices, we will have to continually survey just exactly where the boundary between IT and non-IT exists. Here we're doing it in baby steps and definitely not taking a bet-the-business approach. However, there's no question that being dedicated to our mission to provide information services about information technology means very different topics and delivery media for us in 2004 than it did when the company was founded. And it is bound to be very different again in coming years. WU

*Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy** will be passed along anonymously. Write to world_update@idg.com.*

Have you checked out the Best Practices Exchange?

IDG Central's newest section, the Best Practices Exchange, is the place to go to find out what kinds of new ideas are being tried regarding any aspect of IDG's business: editorial, art/design, sales/marketing, circulation/audience development, production, technology, business development, finance/operations, human resources, research, events, customer service, etc. Employees can search the database for tips and post their own ideas to share. Submissions will be reviewed and revised if necessary by an editor before posting. In addition to text, employees can attach supporting files of any type, Notable best practices will be recognized each month by IDG VP/Business Development & Operations **Colin Crawford** and highlighted in *World Update* and on the home page of IDG Central. Those monthly "winners" will be eligible for a prize of a personal digital music player. If you do not yet have a login and password for IDG Central, you may request them online at www.idgcentral.com.

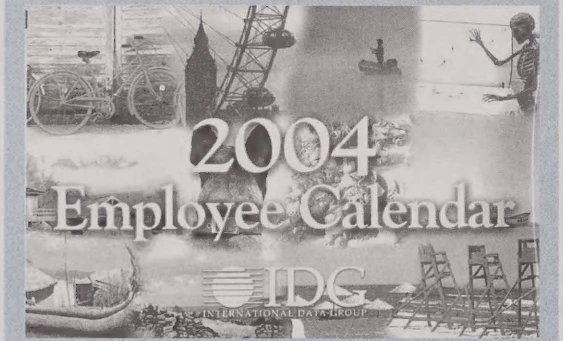
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Oct. 5.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive IDG water bottles.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

Voting for 2005 calendar photos open to all employees!

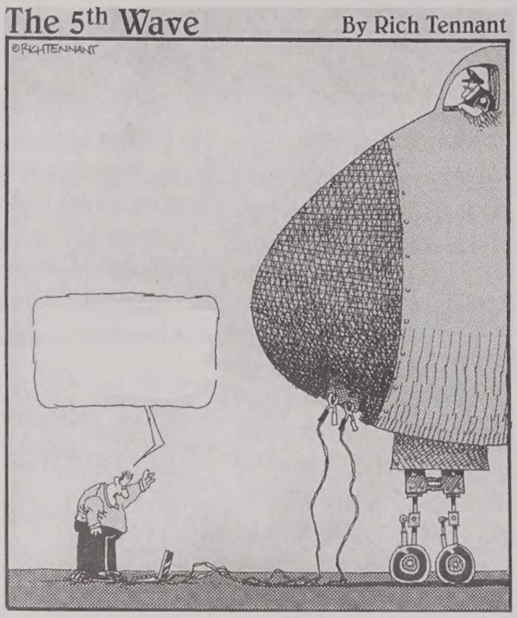


Ever wonder who picks those photos that appear each year in the employee photo calendar contest? Think you could do better? Well, here's your chance! This year, for the first time, voting for the top 12 photos will be open to all IDG employees worldwide on IDG Central.

Beginning Monday, Sept. 27, the top 30 photos (as judged by a panel of employees at IDG International Publishing Services in Boston) will appear on IDG Central. Photos will remain online through Friday, Oct. 8. All employees are invited to vote for their three favorite photographs.

If you haven't yet visited IDG Central or you've forgotten your login and password, go to www.idgcentral.com and request them online.

The names of the winning photographers will be announced in *IDG World Update* on Oct. 18.



IDG Golf League wraps up eighth successful season of play

A subset of the IDG Golf League includes (seated, l-r): ***Guy Criscenzo****,* ***John Robison****, IDG;* ***John Kelley****, CXO Media;* ***Wayne Humphrey****, IDG;* ***Glenn Mosesso****, IDG;* ***Tim Horgan****, CXO Media. Standing (l-r):* ***Chris Robison****;* ***Tom Rohnstock****;* ***Todd Genovese*** *IDC;* ***Todd Hall,*** *IDG;* ***Tom Wooldridge; Stu Needels****, IDG;* ***Pete Short****, IDC.*

The IDG Golf League finished up another summer of play at the Millwood Coutnry Club in Framingham, Mass. This year's winner of the much-coveted trophy was the team of **Todd Hall** and **Todd Genovese**. The 2004 winner of the gold putter for the Most Improved Player went to **John Kelley**.

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Katherine Kwok *Avanstar*
Steve Phillips *IDC*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, MacworldConference & Expo^{R}, DEMO^{R}, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG World Update

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WWW.IDGCENTRAL.COM

Help select the photos for the 2005 Employee Calendar!

Ever wonder who picks those photos that appear in the IDG Photo Calendar? Think you could do better? Here's your chance!

Beginning today, the top 40 vote-getters (as judged by a panel of employees from IDG International Publishing Services) are available for your viewing — and voting — pleasure on IDG Central. The photos will remain online through Oct. 8. All employees are invited to vote for their three favorite photographs.

If you haven't yet visited IDG Central or you've forgotten your login and password, you may request them online at www.idgcentral.com.

InfoWorld online product guide focuses on big-ticket buys

InfoWorld and the Open Source Technology Group (OSTG, www.ostg.com/), a leading technology network for IT and development professionals and host of the Slashdot and SourceForge tech news sites, are bringing their combined strengths to an online IT Product Guide for enterprise-level product buyers.

According to InfoWorld CEO and Editorial Director **Kevin McKean**, the three main places where IT buyers look for product information are from vendors, content outlets like InfoWorld, and their peers. "We're trying to create an experience for IT buyers that combines all three," McKean said.

McKean said *InfoWorld* has the content and expert reviews and, with 16 million unique visitors a month to its sites, OSTG has the reach and the user community. "We take our content and their user comments and put them together with product specifications and photos and vendor information, related articles from *InfoWorld* and other IDG publications, something that has never been pulled together before in one place," McKean said.

Matt McAlister, IW VP, general manager, Online, said that he expects the IT Product Guide, currently in beta-testing, to be a comprehensive database of IT products for tech buyers looking to purchase "big-ticket items." It currently lists 250 products — from application security appliances to Linux workstations — and he said he hopes the guide will have 2,000 products online when the site goes live in early October. "It's essentially a database of product microportals," he said.

OSTG is running a variety of promotions to encourage its users to submit product reviews and also suggest products for review in order to build the database. While anyone can post reviews to the

continued on page 5

Smart mobile devices take center stage at sixth annual DEMOmobile

The sixth edition of DEMOmobile, held Sept. 8-10 in La Jolla, Calif., played to an enthusiastic audience of 420 influential analysts, media representatives, venture capitalists and business executives, all of whom rely on the conference for exclusive insights into the future of mobile technology.

Among the Network World employees working at DEMOmobile (l-r): Director of Operations ***Michele Zarella****, Sales Operations Specialist* ***Karen Bornstein****, Senior Director of Event Marketing* ***Mark Hollister****, Director of Marketing & Audience Development* ***Debra Becker****, Event Planner* ***Dale Fisher****, Event Operations Manager* ***Dori Smith****, Event Coordinator* ***Jacqueline DiPerna*** *and Senior Director of Event Sales* ***Neal Silverman****.*

Produced by Network World Events & Executive Forums, the annual DEMOmobile conference features live, onstage demos, product showcases, trend analysis and lively debates with the thought leaders who are shaping the technology industry. Hundreds of companies from around the world vie to debut new products and services at DEMOmobile, but only a select few — 33 this year — are chosen by DEMOmobile Executive Producer **Chris Shipley**. On the dais, presenters have just six minutes to summarize and show off the new technologies.

Shipley gave an overview and analysis of the mobile technology industry, noting that the proliferation of smart mobile devices, connected to valuable data and application services, is ushering in a new computing paradigm she calls "service-based" computing. Also in the spotlight were key announcements from the following:

continued on page 4

in brief newsworthy

IDC makes room for second consecutive Chairman's Cup trophy

IDG WORLD UPDATE

*IDC CEO **Kirk Campbell** (right) accepts the Chairman's Cup from IDG Chairman **Pat McGovern** last week in Framingham.*

IDG Chairman **Pat McGovern** last week paid a visit to IDC President & CEO **Kirk Campbell** to officially present him with the Chairman's Cup trophy for Overall Management Excellence. The award was announced during last month's Worldwide Managers Meeting in Beijing, but Campbell was unable to attend. Campbell, who also won the Chairman's Cup in 2002, was cited for guiding IDC to its ninth straight year of operating profitability and its third consecutive year of above-plan profit performance.

In accepting the award, Campbell was quick to acknowledge the contributions of the entire staff. "The outstanding employees of IDC are really the winners of this award and are the true reason for IDC's success," he said. "Thanks to the tremendous commitment of IDC's employees, we have been able to increase IDC's results every year no matter what the overall market environment."

Noting that the year 2004 marked the 40th anniversary of both IDC and IDG, Campbell added that it seemed "fitting that this award goes to the IDG company that is the oldest and has reinvented itself so many times over the past four decades. Thanks to the wonderful IDG culture and entrepreneurial values that Pat has put in place, I predict that the next 40 years are going to be even more successful for IDG." WU

IDG Norway drives incremental revenue with localized *Computerworld* editions

IDG Norway has come up with a unique revenue-generation plan that delivers localized editorial content. The company scoped out small communities in Norway where there were some IT companies represented, then contacted the mayor and the local government administration. "We sold them the value of 'their own industry newspaper' that would be published once a year," said Managing Director **Morten Hansen**. IDG Norway promoted the *Computerworld* brand, so if the issue was sponsored by the city of Sandefjord, it would be named *Comptuerworld Norge Sandefjord.*

The government paid about K100,000 (US$14,510), and IDG Norway sold rest of the ad space — worth about K 250,000 ($36,425) — to the local IT companies, which Hansen said wasn't difficult since the paper was already sponsored by the government.

IDG Norway produced two papers last year, and both of the communities want to do another edition this year. The publication runs about 24 pages. *Computerworld Norge*'s regular writers produce the editorial content, which is geared to what is going on in the local communities' IT sector. The city's mayor or another politician writes a column, as well.

COMPUTERWORLD
SANDEFJORD
itale
1.990,-

Sandefjord, with a population of 30,000, has a Computerworld to call its own.

Contact Morten Hansen at morten.hansen@idg.no or Sales Director **Jon Thorstensen** at jon.thorstensen@idg.no. WU

Annual Corporate STAR Awards honor winning performances

Three employees were presented with Corporate Boviard STAR Awards last month in recognition of outstanding Service, Teamwork and Results. Winners included **Dorothy Malone**, a bookkeeper in IDG's Accounting department, who was cited for her willingness to go out of her way to accommodate special requests. "Dottie always drops whatever she is doing whenever we need anything," read her nomination. "She is a pleasure to work with and is always friendly and positive."

Laurie Horn, a travel counselor in IDG's Corporate Travel department, was cited for her outstanding support of Network World's editorial department. "Laurie takes it upon herself to always look for the bargains. She keeps track of flight changes, lower fares, what airport would be cheaper and so many other things that help our department get the best flights and still save money and stay in our budget," according to her nomination.

IDG World Update Editor **Penny Winn** was cited for her efforts to produce "well-balanced articles intended to inform and educate employees about IDG goings-on" as well as being pleasant to work with, respectful of deadlines and willing to offer help wherever she can."

***Laurie Horn** (left), **Dorothy Malone** and **Penny Winn** (at right) with IDG CFO & Treasurer **Ted Bloom**, who presented the STAR Awards.*

The Corporate Boviard STAR Awards are presented twice a year to employees from IDG's corporate groups as well as IDG List Services, Research Services, International Publishing Services and IDG Global Solutions. Nomination forms appear in *IDG World Update* in July and November and are always available on IDG Central (www.idgcentral.com) in the sections devoted to Framingham and San Francisco local news.

For more information, contact **Lucy Sheehan** at lucy_sheehan@idg.com. WU

the interview

one on one

Rick LePage
The president and editorial director of Mac Publishing is this week's guest columnist. Reach him at rick_lepage@macworld.com.

Rick LePage began his IDG career 22 years ago when he signed on as copy editor at *Computerworld* in 1982. The next year, he became production editor for the *Computerworld Buyers' Guide* and then switched gears and joined CW's IT department where he was an applications manager. In 1987, he left IDG for an 11-year stint with Ziff Davis, which culminated with his serving as editor-in-chief and publisher of *MacWEEK*. In 2001, he rejoined the company as editor-in-chief of *Macworld*. In April 2003, he was named president of Mac Publishing.

> *"We believe that there is a major opportunity for a publication and online site to serve the market of these digital music enthusiasts, and we're spending a lot of time thinking about innovative approaches to take with Playlist."*

Q **When the Mac first launched, Apple seemed to have its eye on the business market. Then it targeted the education market. On what market or markets is Apple (and the Mac) primarily focused today?**

A In the nineties, Apple's strongest segments were education and the creative markets, especially graphics/multimedia. With the release of Mac OS X in 2001, Apple has tried to broaden its reach with the Mac, focusing on a number of non-traditional (for Apple) areas, including the enterprise, IT, small and medium business and bio-tech. The results are evident in *Macworld*'s current readership – IT/computer professionals, for example, now make up approximately 20% of *Macworld*'s subscriber base, where they were less than 5% in 2000. And, the Mac remains strong in education, graphics and the professional video and audio markets.

With Apple now split into two divisions — covering the Mac and the iPod, respectively — they're really focused on the digital music market. This is led by the amazing success of the iPod, which enjoys a market share of about 75% of the audio player market, and the iTunes Music Store, which represents about 50% of music sold online. Apple's not giving up on the Mac, by any stretch, but its visibility right now is huge with respect to digital music. I even saw a few iPods on the street in Beijing during the Worldwide Managers' Meeting last month.

Q **What has been the market reaction to your digital music supplement, *Playlist*, to date? Do you plan a second issue and where do you see the editorial direction going?**

A We've been really pleased by the reaction to *Playlist*. Since it has gone on sale [Aug. 24], it has sold stronger than any of the five supplements we've produced in the past two-and-a-half years. We're already hard at work on a second issue. The editorial is being broadened beyond the iPod and iTunes to cover all music players and online services, and it will be on sale in time for the holiday season.

Given the importance of online, we launched playlistmag.com in early September to complement the print property and are in the process of launching a number of marketing programs to promote the site. The site will contain a number of features to allow the community of digital music enthusiasts to interact with each other.

Long-term, we're looking at how best to cover the convergence of music technology and entertainment in print and online. This is a huge, burgeoning market, and it's only going to get bigger. We believe that there is a major opportunity for a publication and online site to serve the market of these digital music enthusiasts, and we're spending a lot of time thinking about innovative approaches to take with *Playlist*. It is a perfect opportunity for providing the type of information at which IDG excels; and it's a fun one, to boot.

Q **Are there challenges or issues associated with publishing a magazine devoted to a single platform — and tied to one primary vendor — not encountered at other IDG publications that focus on the broader industry and its players?**

A I think there was a time — especially when Apple wasn't doing well — when it was a bit harder to publish a magazine focused solely on the Macintosh, but the challenges that face us are no different than the ones that face other IDG publications in mature, well-established markets: How do you provide the best content possible for an ever-changing audience?

With regards to our working relationship with Apple, they're like working with any other large computer company — we have points of contention and places where we have a good working relationship. Again, I don't think it's that much different than our relationship with Microsoft or other vendors serving our market; our ultimate responsibility is to our readers, and we work hard to pay attention to that fact.

Q **Why do you maintain two Web sites — Macworld.com and MacCentral.com? How do they differ and/or complement one another?**

A The separation was a vestige of our acquisition of the MacCentral news site. We just completed a redesign that better integrates MacCentral and Macworld.com – it really didn't make too much sense to have two separate brand identities in the market. We've also done a lot with Web logs to provide a bit more glue between the news and the magazine sides of the organization, giving us additional content that goes beyond today's news or this month's reviews.

Q **How are your print and online editorial functions structured? Are they separate or handled by the same people and what are the advantages of your approach?**

A They've been separate for years, but as we push

continued on page 5

DEMOmobile

continued from page 1

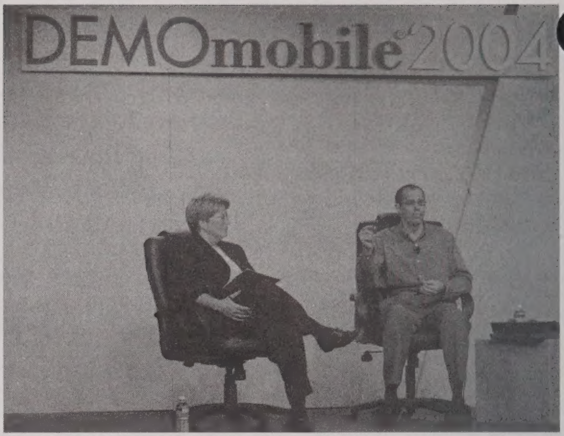
- **Pepper Computer** — The Pepper Pad 2, a simplified wireless computer for the digital home, delivers a solid digital information and entertainment experience without the expense and complexity of a full-blown PC.
- **EverNote** — Allows anyone to capture, organize and easily find all types of notes created over the years, typed or handwritten.
- **Skype** — Free and easy-to-use software that lets users make voice calls from any hot spot using a wi-fi enabled handheld.

Rajeev Chand, senior equity analyst for Rutberg & Co., moderated a panel on how the broadband technology choices of leading carriers affect mobile data service providers and consumers. Executives from Sprint, SK Telecom, T-Mobile, Verizon, and Vodafone agreed that the needs, interests, and desires of the consumer will drive the development of new mobile communications and data services, including streaming video and other high-bandwidth applications.

"While wireless connectivity has become standard in business computing, the consumer entertainment market has needed to catch up," Shipley noted, adding that she expects a great deal of activity in the consumer sector in the coming months. Among the notable consumer entertainment products at DEMOmobile:

- **AudioFeast, Inc.** — Delivering radio programming for MP3 players and PCs via 400 channels at an "all you can listen" price. Subscribers can listen from their desktops or sync and listen from an MP3 player.

- **OnAir Entertainment, Inc.** — Providing live television to wi-fi-enabled laptops and PDAs in public hot spots, including airports, train stations, hotels, convention centers, trains, and planes.



MARK HOLLISTER

*DEMOmobile Executive Producer **Chris Shipley** interviews Lawrence Dubois, VP, Physical Sciences Division, SRI International.*

- **Sorrent, Inc.** — Updating its classic mobile entertainment title, FOX Sports Football '05, featuring vivid graphics, changing weather conditions and more than 100 plays.

- **ViewSonic Corp.** — Delivering all digital media content to any display, anywhere in the home, streamlining the process of enjoying and sharing digital content.

"The general atmosphere was very upbeat," said Network World Senior Director of Event Marketing **Mark Hollister**. "Traffic in the pavilion, where attendees get fully informed about what the products are all about, was high and steady. Many demonstrators said there were some serious deals being done, whether involving funding or partnering with other demonstrators."

Attendance and sponsorships were up from 2003. This year the Network World team worked aggressively to integrate sponsors into the program, Hollister said. For example, Linksys created a living room in which they displayed all of their wireless products. iLoop created a "DEMOmobile mania" game that involved all the demonstrators and the attendees. SixApart and Nokia hosted the first DEMOmobile blog.

The blog can be found at www.demo.com/demoletter. More than 10,000 people receive the weekly e-newsletter DEMOletter, which links directly to the blog, and contains insight and analysis of entrepreneurial business issues. *Network World* Senior Editor/Product Testing **Keith Shaw** serves as editor of both DEMOletter and the blog.

For more information on DEMOmobile contact Mark Hollister at mhollister@nww.com or go to www.idgexecforums.com/demomobile2/. WU

The DEMOgods have spoken

DEMOmobile ended with the presentation of six DEMOgod™ awards, chosen by Executive Producer **Chris Shipley** and given to those demonstrators that inspire, enlighten, amuse and effectively communicate the features and benefits of their technologies in the six-minute stage delivery. The winners and their products:

Aliph – Jawbone, a mobile phone headset with advanced noise-cancelling technology.

Everypath – Mobile Task Automatio, which parses only the relevant portions of a corporate application, such as an inventory spreadsheet, into a handheld device.

Handmark - Pocket Express, a suite of services that allows rich data versions of news, White/Yellow Pages, a street atlas and driving directions on a handheld device.

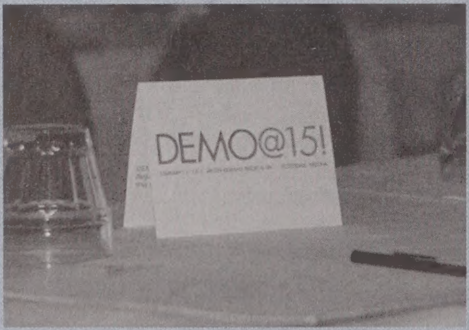
Openwave –Openwave Video Messaging, a subscription-based service that allows customers to easily send, receive, purchase, store and manage voice and video messages.

Synaptics – MobileTouch, an enabling technology for handheld touch screen navigation.

Vazu — Vazu Seek and Vazu Click allow users to send phone number entries to mobile phones, with just one click.

IDC Senior Analyst **Alex Slawsby** was one of three guest moderators who received special DEMOGod Awards. The others were John Patrick, President, Attitude LLC and Rajeev Chand, senior equity research analyst, Rutberg and Co.

Happy birthday!



Teaser cards for the next DEMO, the original product showcase that spawned the mobile-focused offshoot, were front-and-center for DEMOmobile attendees. Slated for Feb. 13-15, 2005, in Scottsdale, Ariz., DEMO 2005 will mark the 15th year of technology's most elite product showcase.

September 27, 2004

Office Services Coordinator (CSV)

IDG Central Services seeks a dependable, service-oriented individual to provide full-time mailroom services and office support functions for IDG Companies. The Office Services Coordinator will be responsible for sorting and distributing mail, express courier packages and interoffice mail; processing in and outgoing mail and packages using various computerized systems; assisting with conference room set ups; managing off-site record storage; providing relief reception; and performing other duties as assigned. The ideal candidate will be detail oriented, punctual, flexible, organized, and possess strong communication skills. Requirements include: a high school diploma or equivalency certificate, the ability to lift 50 pounds and basic computer proficiency in email and word processing.

Location: Framingham, MA

Contact: Job Opportunities, Email: jobopps@idg.com

Features Writer – CMO Magazine (CXO)

CXO Media is seeking a Features Writer to join the editorial staff of CMO, the new monthly magazine for top marketing executives. In this position you will be responsible for writing feature articles, working closely with editors and other colleagues on story development, direction and focus. You will also participate in the idea-generation process and cultivate a deep understanding of business issues affecting marketing executives and the marketing function. Candidates should possess a college degree and 2-4 years of reporting and feature writing experience. Coverage of the marketing function a plus.

Location: Framingham, MA

Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Human Resources Assistant (IDC)

IDC has a 30 hour per week, entry level Assistant opportunity providing administrative support for the IDC U.S. Human Resources and Education Team. This position will touch on many aspects of Human Resources including recruitment, reward programs, employee benefits and education. Specific responsibilities include processing the resume database, maintaining all personnel files and new hire supplies, managing various HR programs, including support to Reward & Recognition Program, Matching Gifts program, benefit and training programs. This position will sit at the front reception area and actively assist the team in providing excellent customer service and support to all employees. To qualify for this position you must have a high school diploma and preferably some college courses or college degree. Must have proven administrative experience, knowledge of Word, Excel, and feel very comfortable with computers. This position requires a highly organized individual with superior attention to detail, ability to multi-task and prioritize, excellent interpersonal skills and the ability to respond in a confidential manner to employee questions and concerns.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Senior Research Analyst, Software Vertical Views (IDC)

IDC's Framingham U.S. Vertical Group is seeking a Senior Analyst for its Software Vertical Views program. The Vertical Group assists IT suppliers with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data. This role has three main objectives: Forecast Modeling, Writing and Program Development for the Software Vertical Views program and related Vertical Views SIS products. This analyst will also contribute to a number of consulting projects with several of IDC's highest profile clients. The Vertical Group is a growing group, and therefore we are looking for a team-oriented person who can effectively facilitate change and growth and the challenges that both bring. This position requires the ability to work independently as well as to be able to interact and build relationships with internal clients. Externally, this position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. For more details, please visit idc.com.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Senior Account Executive – Western Region (IDC)

Financial Insights, an IDC Company, is seeking to hire a Senior Account Executive located in the Western part of the United States who has been particularly successful selling hardware, software and/or services (e.g., advisory services, consulting services) to large Retail Banks, Investment Banks, Commercial Banks, Brokerages, and Venture Capital firms in the specified area. This position requires an experienced sales professional who will have responsibility to acquire "Sector –level" accounts, including financial institutions, "horizontal" and specialty financial services vendors, and consultancies in fourteen states (West and South West) and three Canadian provinces. Additionally, sales activities with named "Enterprise" and "Industry" accounts are anticipated. The successful candidate will have a proven track record of new sales acquisition in the specified region with strong, 'leverageable' relationships and be able to 'speak the language' of IT as it pertains to Capital Markets, Corporate Banking and Retail Financial Services. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Senior Research Analyst, Hardware and Telecommunications Vertical Views (IDC)

IDC's Framingham U.S. Vertical Group is seeking a Senior Analyst for its Hardware and Communications Vertical Views programs. The Vertical Group assists IT suppliers with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data. This role has three main objectives: Forecast Modeling, Writing and Program Development for the Hardware and Communications Vertical Views SIS products. This analyst will also contribute to a number of consulting projects with several of IDC's highest profile clients. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

National Online Sales Director (IFW)

InfoWorld is seeking an energetic and experienced Online Sales Director to build sales revenue and long- term relationships with technology vendors and ad agencies nationwide. Representing multiple online products, including newsletters, partnerships, webcasts, and product guides, s/he will create and launch new advertising sales opportunities for InfoWorld's online advertisers. S/he will manage, motivate and develop a team of regional online sales managers and provide support and expertise to help print sales reps grow online revenue in their respective territories. The position is national and will require travel approximately 25-35% of the time. Requirements include 5+ years of strong online media sales experience, solid knowledge of the IT and online industries, and proven managerial skills. Candidates should be customer-centric and have a proven ability to creatively sell an online portfolio. Excellent interpersonal and negotiating skills are a must. Senior level agency and vendor contacts would be an added plus. S/he will report to InfoWorld's VP of Sales.
Location: San Francisco, CA
Contact: Job Opportunities, Email: jobopps@idg.com

Regional Sales Manager (IFW)

InfoWorld Media Group seeks a highly motivated sales professional to create a strong presence in the Northeast & Midwest markets. Core responsibilities include creating and developing new accounts as well as growing existing accounts. Candidates should have a keen understanding of the technology sector and at least 4 years of experience selling in the tech space. The winning candidate will be a highly effective communicator and negotiator with a proven track record of customer-oriented selling success and a great reputation with advertising decision-makers. Please submit cover letter, resume and salary requirement to jobopps@idg.com. And please reference "IFW Regional Account Manager" in the subject line. ***Location: Framingham, MA; Paramus, NJ***
Contact: Job Opportunities, Email: jobopps@idg.com

Office/Finance Administrator (IPS)

IPS is seeking a detail oriented and highly organized individual to join the Administration team and report to the Finance Manager. This individual will be responsible for filing, weekly data entry of AP, monthly data entry of exchange rates, monthly reconciliation of AP Ledger, collection of quarterly revenue reports, journal entry processing, matching of Latin American invoices to advertising sales orders, collection of IDG Directory updates, and data entry of IDG Directory updates (both international and domestic). The ideal candidate will possess strong analytical skills, ability to multitask and should be highly proficient in Excel. A college degree or commensurate experience required. ***Location: Boston, MA***
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Online Account Representative (MAC)

Mac Publishing seeks a motivated team-player to sell advertising for its online properties. The Online Account Representative will maintain and grow existing online accounts and revenue, as well as prospect heavily for new business. S/he will be responsible for forecasting business, managing a client database and working closely with the print and marketplace teams to promote multi-platform packages. Qualifications include proficiency in Mac OS, Excel and PowerPoint; a solid understanding of the internet; relationship selling experience; and demonstrated closing skills. The ideal candidate will have excellent communication and organizational skills and familiarity with the Mac market and/or interactive ad agencies. A minimum of 2 years sales or agency experience is preferred. Position is predominately telephone/email sales with some travel. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Sales Associate (MAC)

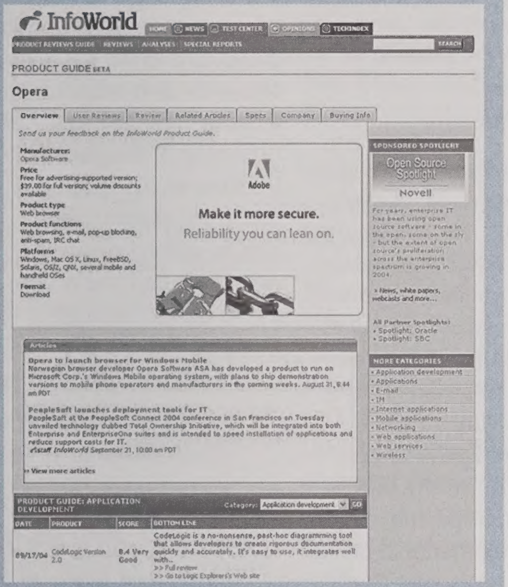
The Sales Associate will provide multi-functional support to the Online Sales team. Major responsibilities include handling RFP's, interfacing with Ad Operations, handling client reporting, and general administrative and office support. In addition, s/he will review traffic data, ensure billing system accuracy, and update weekly on-line forecasts and reports. Strong communication and top-notch organizational skills are required. Candidates must be flexible, motivated to learn, and able to work well under pressure. Familiarity with publishing and/or advertising would be ideal. Mac literacy with a firm knowledge of Word, Excel, PowerPoint, email and the Internet are required.
Location: San Francisco, CA
Contact: Job Opportunities, Email: jobopps@idg.com

Online product guide

continued from page 1

site, there are several layers of moderators in place looking at product suggestions and reviews to see which are informative.

Site map



PRODUCT GUIDE BETA

Opera

Send us your feedback on the InfoWorld Product Guide.

Manufacturer: Opera Software

Price Free for advertising-supported version; $39.00 for full version; volume discounts available

Product type Web browser

Product functions Web browsing, e-mail, pop-up blocking, anti-spam, IRC chat

Platforms Windows, Mac OS X, Linux, FreeBSD, Solaris, OS/2, QNX, several mobile and handheld OSes

Format Download

For years, enterprise IT has been using open source software – some in the open, some on the sly – but the extent of open source's proliferation across the enterprise spectrum is growing in 2004.

» News, white papers, webcasts and more...

All Partner Spotlights:
- Spotlight: Oracle
- Spotlight: SBC

Articles

Opera to launch browser for Windows Mobile
Norwegian browser developer Opera Software ASA has developed a product to run on Microsoft Corp.'s Windows Mobile operating system, with plans to ship demonstration versions to mobile phone operators and manufacturers in the coming weeks. August 31, 8:44 am PDT

PeopleSoft launches deployment tools for IT
PeopleSoft at the PeopleSoft Connect 2004 conference in San Francisco on Tuesday unveiled technology dubbed Total Ownership Initiative, which will be integrated into both Enterprise and EnterpriseOne suites and is intended to speed installation of applications and reduce support costs for IT.
Staff InfoWorld September 21, 10:00 am PDT

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- IM
- Internet applications
- Mobile applications
- Networking
- Web applications
- Web services
- Wireless

PRODUCT GUIDE: APPLICATION DEVELOPMENT

DATE	PRODUCT	SCORE	BOTTOM LINE
09/17/04	CodeLogic Version 2.0	8.4 Very Good	CodeLogic is a no-nonsense, post-hoc diagramming tool that allows developers to create rigorous documentation quickly and accurately. It's easy to use, it integrates well with... >> Full review >> Go to Logic Explorers's Web site

A product's overview page on InfoWorld's IT Product Guide may contain some or all of the following information:

- Product overview and test score (from both the InfoWorld Test Center, if it has reviewed the product, and the Product Guide users)
- User reviews, limited only by the Guide moderators
- Company data
- Buying information
- Related articles from IW and, in the future, other IDG publications
- Press releases
- Related Web log mentions and feeds
- Related products
- Competitive products
- Vendor white papers

"No other site is integrating user reviews like this," McAlister said. "It's a community that's already looking at these products. We're also getting the vendors involved as well."

"It's a tool for consideration," McKean said, adding that he does not expect a buyer to go to the site, spend half an hour there reading about a product and then buy it from a vendor (products are not for sale on the site). "They'll stop in, check the product's competitors and what the experts and users are saying and then go talk to the vendor they're interested in."

The site is currently going through its "shakedown cruise," McKean said. "We'll pool the content and play it out across our site and the OSTG's. We want to see if the users will step up and help us create this. It's a community creation and will rise or fall on whether the IT community will pitch in." He said InfoWorld is willing to link it to other interested IDG sites.

Instrumental to the launch of the guide, McKean said, were Director of Engineering **Derek Butcher**; VP Marketing **Paul Calento**; Chief Technology Officer **Chad Dickerson**; Senior Web Designer **Eric Hill**; Online Sales Manager **Kate Hobbie**; Architect **Chris Lin**; Matt McAlister; Online Producer **Tim Moynihan**; and Senior Software Engineer **Kevin Varley**.

For more information, contact Kevin McKean at kevin_mckean@infoworld.com or go to www.infoworld.com/1983 or www.itmanagersjournal.com. WU

One on one

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harder to drive our online business, we need to make sure the bonds between print and online are closer than ever before.

Some of this is driven by a simple fact: there are some readers who once read *Macworld* magazine every month but who no longer subscribe because they would prefer to receive that information online.

This is something most mainstream technology magazines are dealing with today. The need for information hasn't disappeared. If anything, the chatter of the Internet has made it more important than ever for trusted sources of information. For Mac Publishing, given the size of the Mac market, we should be the primary source for news, product reviews and how-to information, and all of our efforts online should be driven by that goal.

Macworld is changing as we speak; **Philip Michaels**, who was *Macworld's* senior editor, News, has been promoted to director of online content, and he is responsible for driving the changes that will make our online operation stronger in the year ahead.

Q Where are you in terms of paid online content?

A We've only tried a few small experiments over the years, none of which, honestly, panned out. Right now, we're in the planning process to roll out a registration system that will provide a secure area of our Web site. Initially, we plan to put *Macworld* stories online before the publication date, so magazine subscribers and paid online subscribers can get immediate access to hot product reviews and other content. Long-term, we think many of those people who stopped reading us in print will subscribe to our online properties.

Q What's the best reason to use a Mac vs. a PC?

A I still believe that the Mac user interface is better than that of Windows, but it's not as big a difference as it used to be. The Mac isn't perfect, but most mainstream applications are available for the platform, and it's still the best platform to do photo and movie editing. The biggest thing for me these days is that I don't have to worry about spyware and the broader range of viruses that plague the Windows platform.

*Employees are encouraged to send questions and suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

noteworthy people

Mustafa

Jary

Norman

IDG WORLD UPDATE

Weinberg

IDG WORLD UPDATE

Jones

IDG WORLD UPDATE

Dahl

Promotions

IDG Communications U.K. has reorganized its corporate structure now that its two publications — *Macworld U.K.* and *PC Advisor* — are located in the same London building. According to Managing Director **Kit Gould**, IDG U.K. senior management is now arranged along functional lines, such as Editorial, Financial, Commercial and Marketing, rather than product-specific lines, so the lines' dedicated directors can focus on maximizing each area's performance and represent their areas on the IDG UK board.

With the restructuring, *Macworld* Associate Publisher **Mustafa Mustafa** becomes commercial director for IDG U.K., responsible for non-reader revenues (online, events and seminars). "Mus has done a superb job in recent years guiding *Macworld* to market dominance so that today it carries more ad pages than its competitors combined," Gould said.
mustafa@macworld.co.uk

"This could only have been done with an extremely strong editorial platform," Gould continued, "and in recognition of his contribution, experience and performance, I am very pleased to appoint [*Macworld* and *Digit* Editor-in-chief] **Simon Jary** as editorial director. This is the first time an editor has been appointed to the IDG U.K. board and will enable this perspective to have far stronger influence of how we serve our readers and visitors and ultimately shape the company."
editor@macworld.co.uk

Lastly, Financial Controller **Chris Norman** has been promoted to financial director. "Chris has work tirelessly with me and the managers," Gould said, "showing great tact, foresight and diligence. He has aided *PC Advisor*'s return to profitability this August and helped guid *Macworld*'s successive years of revenue and profit growth."
chris_norman@idg.com

New employees

Eileen Weinberg is IDG World Expo's new group audience development manager for the LinuxWorld and Macworld events, coming from the non-profit performing arts group ArtsBoston where she was director of marketing. She graduated from State University of New York/Albany with a B.A. in communications and a minor in business. She enjoys reading, travel and the gym.
eileen_weinberg@idg.com

Software Architect **Aaron Jones** comes to PC World from Terra Lycos where he was a software engineer. He graduated from California Polytechnic State University in San Luis Obispo with a B.A. in history and enjoys basketball and soccer. He was the lead engineer on the 2002 redesign of Wired News, one of the first prominent media sites to become XHTML-compliant, for which it won a People's Choice Webby Award for best practices.
aaron_jones@pcworld.com

Previously an analyst at Gartner, **Roberto Atienza** joins IDC Hong Kong as senior analyst, Storage Research. He is a recent graduate of the Marshall School of Business at the University of Southern California in Los Angeles.
ratienza@idc.com

Jaikishan Rajaraman joins IDC Singapore as a senior analyst, PCs. He was previously a product manager in charge of regional mobile data roaming strategy with SingTel. He holds an honors B.E. in electronics and telecommunications from Singapore's Nanyang Technological University and an M.S. in financial engineering from the National University of Singapore. Captain of the Bengal Cricket Club in the Singapore League, he also is an accredited Asia-Pacific English debate adjudicator, plays the *mridangam* (a classical Indian drum), and has climbed Mt. Kinabalu, the highest peak in Southeast Asia.
jrajaraman@idc.com

IDC Singapore's new senior analyst, Consulting is **Kiran Pakir**. He was previously senior executive, Corporate Planning, with NTUC Income, the largest local insurer in Singapore. He holds an M.S. in business and information technology systems from Strathclyde Graduate Business School in Glasgow, Scotland, and an honors degree in law from London's University College. He enjoys travel, reading ("with a keen interest in history"), soccer and most racquet games.
kpakir@idc.com

Market Analyst **Francine Khoo** joins the IDC Asia Pacific Peripherals team. She was previously with HP IPG, joining in 1999 as an intern and rising to a business IT role in its consumer support group. She holds a B.S. in computer and information sciences from the National University of Singapore. Francine enjoys movies, shopping, dining with friends and oil painting, which she says she is hoping to perfect enough someday to have friends and family willingly display her works in their homes.
fkhoo@idc.com

Returning employees

Sandy Dahl returns to IDG as a conference specialist at IDG World Expo's San Francisco office. She began her IDG career in 1996 as a marketing coordinator at IDG Books, transferred to IDG Marketing Services as a marketing and design specialist and then was a creative services project manager at *The Industry Standard*. Post-IDG she was a print production manager at an advertising agency and did fund-raising and special events at a non-profit organization. Sandy holds a B.A. in communications from the University of San Francisco and enjoys cooking for friends, going to movies and traveling. She recently went back to school and did a semester abroad in Florence, Italy, where she studied cooking and art history.
sandy_dahl@idg.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Helga Biesel *IDG Germany*

24

Maria del Carmen Doehler *IDG Germany*

23

Karin Giffhorn *IDG Germany*

20

Anton Paunert *IDG Germany*
Juan Jose Marquez *IDG Spain*

19

Carol Spach *CXO Media*

17

Sue Yanovich *CXO Media*
Pascal Gautier *IDG France*

15

Christoph Witte *IDG Germany*
artin Wallström *IDG Sweden*
Anne Nickinello *Network World*
Pasquale Bourg-Meyer *IDG France*

14

Gerhard Holzwart *IDG Germany*
Hans Hausner *IDG Germany*
Wilson Wan *IDC China*

13

Ines Mühlbauer *IDG Germany*
Stephan Scherzer *IDG Germany*
Stefan Ueberhorst *IDG Germany*
Darren Whiteman *IDG U.K.*
José Luis Palacios *IDG Spain*
Jean-Pierre Antonio *IDG France*

12

Jürgen Hill *IDG Germany*
Iris Müller *IDG Germany*
Charlotte Kempe *IDG Sweden*

11

Carol Lasker *Network World*
ith Höllersberger *IDG Germany*
Stan Peck *IDC Canada*
Marcel Schaper *IDG Netherlands*

10

Wolfgang Sommergut *IDG Germany*
Kerstin Lohr *IDG Germany*
Margarete Kuther *IDG Germany*
Cara Garretson *Network World*

9

Sara Culley *Mac Publishing*
Alexander Dankestreiter *IDG Germany*
Heidi Schwab *IDG Germany*
Lisa Brown *CXO Media*
Nathalie Boisson *IDG France*

8

Martin Canning *IDC Benelux*
Ursula Nehring *IDG Germany*
Krzyszrof Frdrychowicz *IDG Poland*
Lars Goransson *IDC Canada*
Alejandro Garcia *IDG Spain*
Maria Luisa Gijon *IDG Spain*
Miguel Angel Gomez *IDG Spain*

7

Tanya Braitchouk *IDC U.K.*
Jun Kawahara *IDG Japan*
Ryuta Nasukawa *IDG Japan*
Barbara Hall *IDC Canada*
Bea Fülle *IDG Germany*
Frank Niemann *IDG Germany*

6

Lottica Fredlund *IDG Sweden*
Anders Elbak *IDC Nordic/Denmark*
Alexandra Mesmer *IDG Germany*
Hans-Jürgen Humbert *IDG Germany*
Michael Schmelzle *IDG Germany*
Alexander Bauer *IDG Germany*
Walter Reindl *IDG Germany*
Ki Vesterberg *IDG Sweden*
Daniel Comino *IDG Spain*
Aranzazu Herranz *IDG Spain*

5

Doug Dineley *InfoWorld*
Jamie Snowdon *IDC U.K.*
Beate Wöhe *IDG Germany*
Axel Hollenbach *IDG Germany*
Eva Fertner *IDG Germany*
Melanie Bernard *IDG Germany*
Bernard Haluschak *IDG Germany*
Christian Vilsbeck *IDG Germany*
Michael Eckert *IDG Germany*
Malte Jeschke *IDG Germany*
Anita Thiel *IDG Germany*
Mats Ståhlbröst *IDG Sweden*
Denis Vance *IDC Canada*
Germana Palmaira Carvalho *IDG Brazil*
Lara Pequeno Camargo da Silva *IDG Brazil*

4

Amy Wrenn *CXO Media*
Gary Streng *InfoWorld*
Anne Joyce *IDC U.K.*
Martina Clausen *IDG Germany*
Alexander Freimark *IDG Germany*
Claudia Capello *IDG German*
Tanja Braun *IDG Germany*
Niklas Ekman *IDG Sweden*
Reuben Tan *IDC Singapore*
Moritomo Noriko *IDC Japan*
So Kyuka *IDC Japan*
Yokoyama Ryuichi *IDC Japan*
Aoyama Tadako *IDC Japan*
Naomi Otsuki *IDG Japan*
Mª Jose de Cadiz *IDG Spain*
Alonso Hernandez *IDG Spain*

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Alfred Bäder *IDG Germany*
Nicole Bergmair *IDG Germany*

2

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Eric Castillo *IDC Mexico*
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Alfredo Illanas *IDG Spain*
Martin Moncalvillo *IDG Spain*
Pablo Oliveira *IDG Spain*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC West relocates to San Mateo, Calif.

As of Sept. 27, IDC's Mountain View, Calif., office has moved to:

IDC West
155 Bovet Road
Suite 800
San Mateo, CA 94402-3115
Main phone: +650-653-7000
Main fax: +650-653-7077

Contact: Vice President **Freeman Bradley**
Tel: +650-350-6448

celebrating 10!

Name
Guan Yuelan

Home
Beijing

Joined IDG
June 1, 1994, as an accountant in the financial department with Beijing Dongxiao International Technical Information Consulting Co., Ltd., publishers of *Computer Partner World*, *GameStar*, *GamePro* and *Electronic Products China*.

Current role
Since 1996 I have been the director, Administration Office and Financial Department. I assist the general manager and vice general manager in the management of our company, and I am in charge of financial affairs as well.

What's kept you at IDG for 10 years?
I really enjoy the working environment of IDG, and I am very happy to be here.

Most challenging part of your job
The increasing work load.

Best part of your job
My knowledge has been enriched, and my working ability has been enhanced.

Moment at work you will never forget
Having meetings with **Pat McGovern** in the U.S.

Best way someone could compliment you on your work?
Recognize that I am loyal to my company and that I am a conscientious and responsible person.

Outside interests
Listening to music.

Family
My husband Feng Lin and my 18-year-old daughter Feng Jingran.

Of what accomplishment at work are you most proud?
Running the financial system of our company very efficiently.

What talent do you wish you had that you don't have?
Speaking fluent English.

As a child, what did you want to be when you grew up?
An actress.

One possession you'd grab if your house were on fire?
My handbag that contains all my belongings.

Beijing Dongxiao International's ***Guan Yuelan*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent celebration honoring her 10 years of service to the company.*

If you won the lottery tomorrow, you would...
Donate to charities.

Favorite vacation spot
New Zealand

Favorite movie
Waterloo Bridge

Retirement dreams
Engaging in social welfare and charity undertakings.

Manager's profile
"Guan Yuelan has long been engaged in the accounting function of our company, demonstrating that she is conscientious and good at communications. In recent years she has also served as the director of the Administrative Office, coordinating daily executive activities and providing good support to all business departments."

— Shi Chaoying, executive director of Beijing Dongxiao International Technical Information Consulting Co., Ltd. and executive publisher of Biotech World.

Read *World Update* the day it's printed

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG World Update

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WWW.IDGCENTRAL.COM

Last chance! Calendar photo voting ends Oct. 8

Ever wonder who picks those photos that appear in the IDG Photo Calendar? Think you could do better? Here's your chance!

The top 40 vote-getters (as judged by a panel of employees from IDG International Publishing Services) are available for your viewing — and voting — pleasure on IDG Central. The photos will remain online through Oct. 8. All employees are invited to vote for their 12 favorite photographs. More than 175 of you already have — thank you!

If you haven't yet visited IDG Central or you've forgotten your login and password, you may request them online at www.idgcentral.com.

IW marketing initiative morphs into revenue generator

IW teams with IDC, IDG Research Services on multipurpose research projects

In July, *InfoWorld* carried an in-depth report on the state of enterprise network security that relied on data collected from more than 600 IT professionals. The same data also appeared in an InfoWorld webcast as part of a lead generation program for Fortinet, and it will be used in an IDC report.

The result of a partnership between InfoWorld, IDG Research Services and IDC, InfoWorld's ongoing series of topic-focused research reports are proving to be not only a source of valuable information for several different departments within InfoWorld but also a revenue driver for the company.

Conceived originally as a marketing initiative to bolster the InfoWorld sales team's rallying cry of "Lead with Research," the ongoing reader research is now being used as the basis for articles in the publication, partner revenue programs, online and print revenue generation as well as a sales tool, said InfoWorld Vice President of Marketing **Paul Calento**.

To date, InfoWorld has created detailed studies of key market segments including storage, enterprise applications, IP telephony and security. The topics are selected by InfoWorld's Executive Committee, a cross-functional group including senior managers from editorial, technology, marketing and sales. The online questionnaires — typically containing upward of 30 questions — are developed and admin-

BEN BARBANTE

Mark Durrick, *VP of sales;* ***Paul Calento,*** *VP of marketing;* ***Kaila Bongiovanni,*** *marketing manager;* ***Eric Knorr,*** *executive editor; and* ***Ben Veechai,*** *marketing coordinator show off the most recent research document. The group will plan uses for the research across InfoWorld.*

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IDC marketing summit hones '05 initiatives; honors stars

Close to 50 marketing professionals representing IDC offices in the U.S., Asia/Pacific, Japan, Latin America, Europe and Canada converged in Framingham, Mass., last month for IDC's annual Worldwide Marketing Summit. Hosted by IDC Senior VP Worldwide Sales **Don Best**, the one-day meeting focused on developing global marketing initiatives for the new fiscal year with an emphasis on three major themes:

- **Messaging IDC's brand attributes of relevancy, trustworthiness and the influence of IDC research and data.** "IDC has a unique value proposition based upon three key strengths," said Best. "Our advice and opinions are based on accurate data and analysis; we have senior analysts on the ground in over 40 countries around the world; and we cover the IT industry from a holistic, integrated perspective. The objective of our messaging initiative is to get this word out, using multiple messaging platforms such as mailings, briefings, sales collateral, and other appropriate and creative means."

- **Growing IDC's largest 200 accounts.** IDC's largest 200 customers are primarily global IT vendors, dubbed "the Global 200." As IDC continues to grow its customer base to include corporate IT users, government agencies and other markets, the Global 200 continues to represent a significant growth opportunity, Best explained, adding that the purpose of the initiative is to build sales, marketing, and customer service programs designed to solidify IDC's base in this market, and to grow it through

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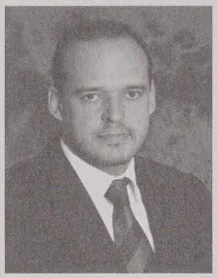
in brief newsworthy

Fábio Costa takes reins as IDC Brazil country manager

IDC recently hired **Fábio Costa** as the new country manager for its Brazilian subsidiary, replacing **Ruy Mendes**. During his 16 years in the technology market, Costa has held several executive positions, most recently as marketing/product superintendent at Telefonica International, and, before that, as CEO of TNext, a datacenter in Brazil.



Costa

"We are all very pleased to have Fabio on board and running this important subsidiary in the region," said Group Vice President, Latin America **Eric Prothero**. "With Fabio's senior management expertise, excellent relationship with the market and in-depth understanding of customer needs, I am confident he will succeed in reassuring our long-term commitment to the local market, as well as grow our business in Brazil."

Costa has an undergraduate degree in data processing from Pontificia Universidade Católica-Rio de Janeiro and a Ph.D in business administration with an emphasis on organization and planning from the same university.

IDC has had a presence in Brazil since 1990, opening the subsidiary in 1995. IDC Brazil currently accounts for 25% of IDC's business in Latin America. IDC Brazil has 35 employees, 70% of whom are analysts and consultants. Employing local analysts is one of IDC Brazil's key advantages over its primary competitor, Gartner, whose research is based on regional information.

Throughout Latin America, IDC has local analysts in Brazil, Chile, Colombia, Mexico, Peru and Venezuela. IDC Argentina will have its official opening later this month. In the U.S., the IDC Latin America headquarters has 15 employees based in Miami and one in San Mateo, Calif.

Write to fcosta@idcresearch.com.br.

Full August publication profit margin report available online

Each month, *IDG World Update* publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central at www.idgcentral.com. If you do not have a login and password for the site, you may request one online.

CW/IW publications

1. *China Computerworld*
2. *Australian Computerworld*
3. *Computerworld Schweiz*
4. *Computer Sweden*
5. *Computerworld Danmark*

PC World publications

1. *PC World Norge* (Norway)
2. *PC World New Zealand*
3. *Computer Totaal* (Netherlands)
4. *PC for Alla* (Sweden)
5. *PC World Ekstra* (Norway)

Macworld publications

1. *Macworld Sweden*
2. *Macworld* (U.S.)
3. *Macwelt* (Germany)
4. *Macworld* U.K.

CIO publications

1. *CIO* Australia
2. *CEO & CIO* China
3. *CIO* Japan
4. *CIO* Sweden
5. *CIO* U.S.

计算机世界
PC WORLD
Alt om DATA-LAGRING
MacWorld
ARN
GameStar
SPLINTER CELL 2
BATTLEFIELD VIETNAM

Networking publications

1. *China Telecom World*
2. *China Network World*
3. *Nettverk & Kommunikation* (Norway)
4. *Network World* (U.S.)
5. *Network World* (Japan)
6. *Networld* (Poland)

Reseller publications

1. *Australian Reseller News*
2. *China Computer Partner World*
3. *New Zealand Reseller News*
4. *IT-Bransjen* (Norway)
5. *IT-Branschen* (Sweden)

Games publications

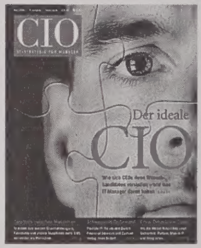
1. *GameStar* (Germany)
2. *GameStar* (Hungary)
3. *GamePro* (Germany)
4. *GamePro* (U.S.)
5. *GameStar* (Czech Republic)

CIO Germany writer honored by German government for security article

A writer for *CIO* Germany took home second place in a recent competition sponsored by the official printer of the German government. The printer, Bundesdruckerei GmbH, which produces banknotes, stamps, security ID cards, as well as secure system solutions and service for identification and protection, decided to mark its 125th anniversary by honoring outstanding examples of journalism related to the theme "Identity in the Digital Age."

*Germany's Minister of the Interior Otto Schily (left) with CIO writer **Detlef Borchers** at the awards ceremony.*

Detlef Borchers, who has been writing for *CIO* since its launch three years ago, took home second place for his article, Open Your Eyes at the Company Gates, which focused on the increasing use of modern identification methods such as fingerscans, face and iris pattern recognition in today's corporate world. His article appeared in the May 2004 issue of *CIO*.



Some 50 articles were considered by the judging panel, which was headed by Manfred Bissinger, a renowned journalist who today serves as publisher of the travel magazine *Merian* and CEO of Hoffmann und Campe Corporate Publishing.

Three prizes, totaling $15,000 Euros (US$18,463) were awarded to the winners in a ceremony last month in Berlin. German Minister of the Interior Otto Schily presented the prizes.

CIO, which launched three years ago this month, will bump up its frequency from 10 issues per yea to monthly beginning in January.

*Visit www.cio.de or contact Publisher **Canio Martino** at cmartino@cio.de.*

one on one the interview

Clare Gillan
IDC's Group Vice President for New Business Initiatives and Go-to-Market Services is this week's guest columnist. Reach her at cgillan@idc.com.

Go-to-Market Services at-a-glance

Established In 2000

Mission IDC Go-to-Market Services is a dedicated team of content-based marketing consultants created within IDC to help companies reach and engage their target audience with independent and relevant analyst opinion and analysis.

GMS contacts by region
U.S./Global Clare Gillan, Group VP; Laura Nurzynski, Director. ***EMEA*** Massimo Moggi, VP Consulting ***Asia/ Pacific*** Andrea Edwards, Director, Marketing Services; ***Japan*** Shunsuke Murahashi, Director of Sales; Maki Yokota, Marketing Specialist; ***Latin America*** Cristina Defendi, Marketing Manager

Offerings
Custom content: Ranging from white papers produced by IDC consulting team to shorter, quick-turnaround documents based on current published research. ***Event services***: Ranging from custom events to public event sponsorships managed by the IDC global conference team. ***Analyst services***: Ranging from pre-launch bullet-proofing sessions to post-launch public presentations. ***Also***: We integrate multi-media, creative, and audience development services provided by partners.

Q What's new at IDC Go-to-Market Services (GMS) for FY05?

A With three years experience working with clients on integrating IDC content into their marketing programs, we are stepping up our services around existing offerings for FY'05. For instance, we initially managed analyst participation in our clients' webcasts, but our clients needed and asked for our expertise on the execution side as well to ensure successful programs. Therefore, we now offer a growing list of webcast services for our clients — from simple audio to multi-location video production.

As we work with innovative marketing organizations and specialty partners and monitor the results of the programs we build we continue to accumulate best practices and creative ideas across various types of marketing programs. Regardless of the project and our role in it, we are taking on a more consultative role with our clients. As one example, this year we helped grow a $65K white paper deal with HP into over $336K in various GMS services from across IDC, including additional white papers as well as webcasts and executive briefs to supplement the white papers. Further, we have developed a deep working relationship with the HP marketing team by staying close to them throughout each engagement. They now count on our advice and project execution as well as the end deliverables. This is the type of relationship we are working to build with each client in FY'05.

Q Are you doing anything new to develop more opportunities with other IDG business units?

A A second and very important initiative for FY'05 is to increase our successes working with the other IDG business units. The decentralized nature of IDC often makes it difficult for IDG to know who to call and to get a consistent, predictable response. The GMS team will now serve as a single point of contact and support for joint business opportunities and partnerships. We have become experienced in the needs of the other business units, and we are as responsive to their sales opportunities as we would be if they were our own. We also represent all go-to-market services offerings from IDC whether the ultimate delivery team is GMS or members of our events and consulting teams. We have a global team in place to carry out global programs. We also represent the IDC Insights companies including Financial Insights and Life Science Insights.We are committed to making doing business with IDC — all parts of IDC — easy.

The IDC research business model is different than the business models most other IDG business units operate under. Competitive dynamics are different. Client expectations and requirements are different. Cost structure is different.

The GMS team has come up with three pricing and licensing models to help bridge these differences. The first is most favorable to broad media programs spanning IDG business units because it is based on a liberal content license. IDC earns its usual fee on the initial work, but we do not pursue fees for license extensions such as insertions and Web rights. We want IDG to leverage our initial deliverable to increase its business with a given client. The next two models favor more targeted programs. One is a straight discount on select IDC content. The other is a revenue-share model based on performance of IDC content in lead programs. We will be testing and refining these new models throughout FY'05.

Q What successes have you had working with IDG business units?

A IDC EMEA has had a close working relationship with IDG for many years and they have had regular successes. We are trying to replicate this mutual success in the U.S. We were recently invited into three IDG opportunities through IDG U.S. Corporate Sales. In each case IDC proposed an analyst-authored white paper as the platform for an IDG media campaign. IDG, and therefore IDC, won two of the three opportunities. The first was with Intel, through **Frank Genovese**. The second was with HP through **Bill Wright**. We will also work with the individual business units. For instance, we are currently collaborating with CXO Media on a proposal. IDC is also collaborating with Network World and Bio-ITWorld (via Life Science Insights) and others to resell their audience development services as add-ons to our GMS proposals. We are in the midst of discussions with various business units to establish other on-going opportunities.

Q What are the GMS team's global capabilities?

A We are a truly global team with GMS specialists in each major region as well as many countries. We hold monthly conference calls with GMS representatives from across the world. During these calls we discuss the global GMS offerings and business. While we try to build offerings and sales tools that support the global business, we make local adjustments as necessary. We also share best practices in all directions. A few years ago our A/P events team

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IDC marketing summit

continued from page 1

new buyers, new products, and enhancements to existing products.

- **Finding new customers for IDC's products**. "We've been very successful in finding new buyers for existing IDC services, and we continue to invest in new products for new and existing customers," said Best. "For example, over the past 18 months, we realized that our competitive PC pricing service, designed for PC vendors, can provide huge value to corporate buyers. The result is that we sell this service, as well as similar programs on other hardware products, to CFOs in over 60 Fortune 100 companies. The purpose of this initiative is to find new ways to apply our core products to new buyers."

During the meeting, awards were presented honoring employees for outstanding performance. Nominations were solicited from IDC offices worldwide during July and August; winners were selected by a senior management panel chaired by Best and included the following:

RUTH SAGER

Don Best *(left) posed with marketing award winners (l-r):* ***Kim Tulman***, ***Dana Basilone***, ***Julie Fabrucci*** *and* ***Patrick Gorman***. *Not pictured:* ***Elissa Simpson*** *and the marketing team from IDC Taiwan.*

Marketing Excellence in Creativity

Patrick Gorman and **Kim Tulman** (Consumer and Communications Marketing Teams, IDC Framingham).

Gorman and Tulman collaborated on creating a CD-based "interactive home," which was used to promote IDC's telecommunications and consumer research in a very creative manner. By clicking on any of the various consumer devices in any of the rooms of the "home," IDC market data and analysis regarding that particular device would appear. As a result, IDC was able to effectively and creatively highlight its expertise in an area not traditionally linked with IDC. To view their interactive home, visit www.idc.com/groups/main_embed.swf.

Marketing Excellence in Sales Collaboration

Elissa Simpson (IDC U.K. Marketing).

Simpson was singled out for the outstanding job she has done supporting the U.K. sales team. While many IDC marketing groups support sales, her initiatives were noted for being effective throughout the sales cycle, from prospect identification and qualification, through initiation and proposal, and through to close.

Marketing Excellence in ROI

Julie Fabbrucci (IRS Marketing, Framingham)

Fabbrucci was honored for the excellent job she has done leveraging the IRS Breakfast Briefings, by creating and implementing a sales leads tracking system, and creating quarterly ROI analysis based on the events. This level of information allows IDC to effectively target the right customers and prospects, and provides the company with incremental, measurable revenue.

Marketing Excellence in Global Collaboration

IDC Taiwan marketing team

The IDC Taiwan marketing team came up with a creative way to use the IDC corporate initiative of promoting its 40th anniversary. At a press conference held the day before IDC Taiwan's annual Directions conference in May 2004, four IDC executives built a pyramid, in front of the entire audience, with each side representing one of the four decades of IT history. The pyramid was used to visualize John Gantz's "40 Years of IT" white paper. In addition, the IDC Taiwan marketing team, further leveraged the IDC 40th Anniversary by creating a special "Priority Pass" for CXOs to attend Directions, which resulted in a huge increase in top-executive attendance. (See *IDG World Update,* June 7, 2004)

Marketer of the Year

Dana Basilone (U.S. Events Group)

FY04 marked the re-launch of IDC's U.S. events business. Due to Basilone's hard work, IDC quickly proved that it could attract high-level users to its U.S. conferences, which is the most critical element in building a strong, profitable conference business. Her success at attracting paid end users allowed the events team to exceed its revenue goal for the first year by almost 30%. Basilone was also instrumental in putting together marketing campaigns that resulted in over-plan sponsorship sales. All of this was done under budget, allowing the events group to exceed its year-one profit goal by 25%.

October 4, 2004

Bookkeeper (CSG)

IDG's Accounting Department is seeking an individual to be responsible for accounts receivable, cash receipts, accounts payable, and General Ledger data input for one or more IDG business units. Duties include vouchering, A/P, and entering and posting A/R and A/P to General Ledger. This position requires a high school diploma and 4-5 years of bookkeeping experience. The ideal candidate will have an Associate's Degree with strong attention to detail and superior follow-through skills. Experience writing journal entries is a plus. If interested, email resume to jljobs@idg.com or fax resume to (508) 935-4600.

Location: Framingham, MA

Contact: J. McKaughan, Fax: 508-935-4600, Email: jljobs@idg.com

Office Services Coordinator (CSV)

IDG Central Services seeks a dependable, service-oriented individual to provide full-time mailroom services and office support functions for IDG Companies. The Office Services Coordinator will be responsible for sorting and distributing mail, express courier packages and interoffice mail; processing in and outgoing mail and packages using various computerized systems; assisting with conference room set ups; managing off-site record storage; providing relief reception; and performing other duties as assigned. The ideal candidate will be detail oriented, punctual, flexible, organized, and possess strong communication skills. Requirements include: a high school diploma or equivalency certificate, the ability to lift 50 pounds and basic computer proficiency in email and word processing.

Location: San Francisco, CA

Contact: Job Opportunities, Email: jobopps@idg.com

Advertising Sales Associate, CMO Magazine (CXO)

CXO Media is looking for a high energy individual to provide sales support to our CMO Magazine sales team. Based in Framingham, this individual will support the Publisher and two Regional Sales Managers (one of whom is located in our San Francisco office). Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, RFP's and other special projects. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience.

Location: Framingham, MA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Corporate Security Sales Manager, CSO Magazine (CXO)

CXO Media, Inc. has an exciting opportunity for an experienced Sales Manager to cover sales in the corporate security category. Reporting to the Publisher, this position will be responsible for establishing an integrated advertising (print and online advertising, and event sponsorship sales) base of corporate security vendors for CSO Magazine (Chief Security Officer). Specific responsibilities will include category development, direct sales, development of effective sales presentations, support tools and the forging of new strategic alliances while maintaining and expanding client relationships with current customers. A minimum of 5 years' sales management experience and a successful track record of growing revenues are required. Candidates must possess knowledge of the physical/corporate security markets, bring with them extensive contacts in the broad security marketing industry, have well-established contacts and experience working with agencies, along with excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required. Location flexible.

Location: TBD

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Account Executive - Sector Accounts (IDC)

IDC's Sector Sales Group is seeking an Account Executive who will focus on selling IDC's research products to industry vendor clients primarily on the west coast. This position will report to the AVP Sector GEA, West Coast. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. Please visit idc.com for more details.

Location: San Mateo, CA
Contact: Email: idc_jobs@idc.com

Associate Marketing Specialist (IDC)

IDC's Integration, Deployment and Application Strategies (IDeAS) and Services Research Groups are seeking an energetic individual with a 'can do' attitude to join the marketing programs team to assist with marketing communications for IDC's worldwide research. This position affords an excellent opportunity to learn about and conduct many aspects of marketing communications within the context of software and services market research. Activities performed in the associate marketing specialist role includes press release writing, promotional writing for email campaigns, developing Web and newsletter content, list management, coordination of event logistics, tracking marketing metrics, maintaining intranet pages, and helping support the IDeAS and Services Group research analysts as well as IDC's sales force. Exceptional written and communication skills are needed as well as the ability to work in a collaborative team environment. The individual in this position will have contact with IDC customers, the press, IDC research analysts and IDC's sales force. For more detailed information, please visit idc.com.

Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Inside Sales Representative - Global Enterprise Advisory (IDC)

IDC's Global Enterprise Advisory team is seeking an inside Sales Representative who will be responsible for driving new sales of CIS, consulting and GMS opportunities from G1000 "A" prospects and existing accounts. This position will report to the Associate Vice President, GEA Sales. As a member of a collaborative team, the Sales Representative will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will be responsible for identifying new opportunities within GEA accounts and to broaden IDC's reach within existing accounts and ATAM "A" prospects for the outside sales team. The individual will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. While this position reports to the Associate Vice President, it supports two outside sales representatives. The quota for this position will consist of new and consulting business within "Key Accounts" in the GEA Major Accounts group. Please visit idc.com for more details.

Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Senior Research Analyst (IDC)

IDC's Framingham U.S. Vertical Group is seeking a Senior Analyst. The Vertical Group assists IT suppliers with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data. The primary objective of this role is to develop industry-specific forecast models as part of a series of collaborative products to be launched by IDC's Vertical Group. The Vertical Group is a growing group, and therefore we are looking for a team oriented person who can effectively facilitate change and growth and the challenges that both bring. This position requires the ability to work independently as well as to be able to interact and build relationships with internal clients. Externally, this position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. For more details, please visit idc.com.

Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Research Director, System Management Software (IDC)

The System Management Software team of IDC's Software Research Group is seeking a Research Director. Reporting to the Program Vice President, the Research Director serves as the lead analyst for designated market research areas within IDC's System Management Software program. The Research Director is expected to have broad IT industry knowledge of key system management functions, such as service level management, infrastructure monitoring and management, distributed and mainframe system management, and multi-tier and Web application management. For more details, please visit idc.com.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Senior Account Executive - West Coast (IDC)

Financial Insights, an IDC Company, is seeking to hire a Senior Account Executive located in the Western Part of the United States who has been particularly successful selling hardware, software and/or services (e.g. advisory services, consulting services) to large Retail Banks, Investment Banks, Commercial Banks, Brokerages, and Venture Capital firms in the specified area. This position requires an experienced sales professional who will have responsibility to acquire "Sector-level" accounts, including financial institutions, "horizontal" and specialty financial services vendors, and consultancies in fourteen states (West and South West) and three Canadian provinces. Additionally, sales activities with named "Enterprise" and "Industry" accounts are anticipated. The successful candidate will have a proven track record of new sales acquisition in the specified region with strong, "leverageable" relationships and be able to "speak the language" of IT as it pertains to Capital Markets, Corporate Banking and Retail Financial Services. Please visit idc.com for more details.

Location: San Mateo, CA

Contact: Email: idc_jobs@idc.com

Senior Research Analyst, Software Vertical Views (IDC)

IDC's Framingham U.S. Vertical Group is seeking a Senior Analyst for its Software Vertical Views program. The Vertical Group assists IT suppliers with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data. This role has three main objectives: Forecast Modeling, Writing and Program Development for the Software Vertical Views program and related Vertical Views SIS products. This analyst will also contribute to a number of consulting projects with several of IDC's highest profile clients. The Vertical Group is a growing group, and therefore we are looking for a team-oriented person who can effectively facilitate change and growth and the challenges that both bring. This position requires the ability to work independently as well as to be able to interact and build relationships with internal clients. Externally, this position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. For more details, please visit idc.com.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Product Champion (MAC)

Reporting to the President of Mac Publishing LLC, the Product Champion will be responsible for heading up a new division focusing on the convergence of digital music entertainment and technology – currently represented by the publication and website PLAYLIST. The Product Champion will initially work with the President to build a business plan for the division, incorporating print, online, events and related electronic media properties. Once the plan has been approved, the Product Champion will be responsible for its successful implementation, including product launches, hiring and day-to-day management of the division. The successful candidate will be a seasoned publishing executive with in-depth knowledge of PC, music and consumer electronics markets, and will have a strong sales background. S/he must also be able to thrive on the challenges of a start-up business and managing in a competitive, decentralized environment.

Location: San Francisco, CA

Contact: Kate Coldwell, Fax: 415-974-7316, Phone: 415-978-3290, Email: kate_coldwell@macworld.com

Online Account Representative (MAC)

Mac Publishing seeks a motivated team-player to sell advertising for its online properties. The Online Account Representative will maintain and grow existing online accounts and revenue, as well as prospect heavily for new business. S/he will be responsible for forecasting business, managing a client database and working closely with the print and marketplace teams to promote multi-platform packages. Qualifications include proficiency in Mac OS, Excel and PowerPoint; a solid understanding of the internet; relationship selling experience; and demonstrated closing skills. The ideal candidate will have excellent communication and organizational skills and familiarity with the Mac market and/or interactive ad agencies. A minimum of 2 years sales or agency experience is preferred. Position is predominantly telephone/email sales with some travel.

Location: San Francisco, CA

Contact: Job Opportunities, Email: jobopps@idg.com

Ad Traffic Coordinator – Online (NWW)

The successful candidate will be responsible for partnering with our Integrated Solutions sales team and advertising clients in order to facilitate the production process for DART posted online campaigns. This position will interface with prospective advertisers, current customers, NWW Web Development and Production Teams, NWW and central sales organizations to ensure proper delivery of campaigns. The secondary function will be as backup support for advertising operations related to any other online product. The successful candidate must be extremely pro-active, have strong organizational skills with an acute attention to detail. Critical to this position is the ability to work well within a team environment, excellent communication skills both verbal and written and the ability to work independently. 1+ year(s) related experience in an online advertising environment and 1+ year(s) advertising operations experience. Proven applications experience including DART (or equivalent ad serving system), HTML, Rich Media, Excel, PowerPoint & Word are required.

Location: Southborough, MA

Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

InfoWorld research reports

continued from page 1

istered by IDG Research Services. IDC shares expenses with InfoWorld, contributes its analysis of the data and then uses the data in its own reports and services.

The data collected in these surveys is used by several groups for various purposes within InfoWorld.

- **Editorial.** The research forms the basis for articles in the publication. To date, these have included the March 22 ERP cover story, a May 31 feature on storage, a June 7 editor's letter about VoIP, a July 26 cover story on security and last month's feature on programming.

- **Partner revenue programs.** Data from these surveys often appear as a component of IDC research subscriptions. This year, IDC has used data from the InfoWorld studies in 10 research briefs. Non-IDG partners have also approached InfoWorld about participating as paying contributors to future InfoWorld research programs.

- **Online revenue.** InfoWorld builds lead generation programs by offering detailed research results to readers in exchange for filling out a contact form. Candera, Cisco and SBC are among vendors that have participated in these programs. webcasts based on the findings are also planned, according to Calento.

- **Print revenue.** Custom inserts highlighting key data points that appear in clearly labeled "advertising supplements," including a recent insert with Cisco that appeared in the June 28 issue.

- **Sales tools.** "Lead with Research" is the mantra of the InfoWorld sales approach. The Powerpoint research presentations created with the data give InfoWorld sales representatives a reason to connect with key customers and show that the publication is covering strategic areas (typically with the potential for growing advertising) as well as that InfoWorld is investing in the market at a time when many competitors have not.

"As a result of the InfoWorld/IDC partnership, the InfoWorld Test Center Research reports leverage the best of all resources IDG has to offer. The end result is research that is timely, unique and relevant to today's technology marketers," said ***Janet King****, director of research at IDG Research Services. In her role as project manager for InfoWorld's research reports, King develops the survey, coordinates the logistics and produces a final report for InfoWorld.*

Calento said that InfoWorld used to conduct its own reader research using its own dedicated staff, but that by partnering with IDG Research and IDC, the company is not only leveraging the expertise of each of those groups but also saving time and money. In addition, Calento said that the program they have developed is easily repeatable by segment and country market. InfoWorld is developing a workflow that will be available to any IDG business unit interested in replicating the program. It will be available via the Best Practices Exchange on IDG Central this month.

For more information, contact Paul Calento at paul_calento@infoworld.com. WU

Seven steps to leading with research

InfoWorld Vice President of Marketing **Paul Calento** shared the following tips:

1. Develop a research calendar that ties into specific editorial initiatives and advertising opportunities. Ideally, research should be completed at least three weeks before the corresponding sales opportunity. ***Effect:*** This works with your publication's current schedule's sales offerings, not against it.

2. Identify partner(s) within IDG to share expertise and resources. Check with IDC to see if research projects are beneficial outside of own publication's scope and to see where leveraging of capabilities can be created. ***Effect:*** Fosters a good working relationship as well as identifies different opportunities to generate revenue.

3. Utilize past research projects if applicable to begin questionnaire process. Involve and partner with editorial staff as much as possible. Work with IDG Research Services to coordinate questionnaire development, fielding and tabulation. ***Effect:*** No need to re-invent the wheel.

4. Assess benefits of research: tangible (ROI), intangible (access to special resources). ***Effect:*** Intangible benefits can be as important as tangible benefits, given your long-term/short-term goals.

5. Look for opportunities to monetize research: online lead generation programs, webcasts, custom supplements. ***Effect:*** You've already conducted and packaged your research. Find ways to maximize investment and re-use content.

6. Promote research initiative both internally to staff and externally to key customers. ***Effect:*** Since your publication owns this research, it can be use for a variety purposes. For instance, the research can also appear in editorial and/or press releases.

7. Share wins with existing and future partners. ***Effect*** Partners may present new, never-thought-of opportunities for new projects.

Tips, white papers are on the Best Practices Exchange

IDG Central's Best Practices Exchange (www.idgcentral.com), is the place to go to find out what kinds of new ideas are being tried regarding any aspect of IDG's business: editorial, art/design, sales/marketing, circulation/audience development, production, technology, business development, finance/operations, human resources, research, events, customer service, etc.

Employees can search the database for tips and post their own ideas to share. In addition to text, employees can attach supporting files of any type, Notable best practices will be recognized each month by IDG VP/Business Development & Operations **Colin Crawford** and highlighted in *World Update* and on the home page of IDG Central. Those monthly "winners" will be eligible for a prize of a personal digital music player.

There are also various documents of interest that employees can contribute. Now on the site:

- Reviews of Web analytics products.
- Q2 2004 Online Advertising Figures from the Interactive Advertising Bureau/PricewaterhouseCoopers.
- A white paper on behavioral marketing from eMarketer and the *Wall Street Journal* regarding the rise of behavioral targeting and marketing, its benefits and some of the privacy issues surrounding it.

noteworthy people

MICHELE NELSON

McKenzie

McCarthy

New employees

GamePro has hired **Brian McKenzie** as a Web developer. He was previously an information coordinator for the American Marketing Association. He holds a B.A. in religion and humanities from the University of Chicago and enjoys playing and listening to music. *bmckenzie@gamepro.com*

CXO Media has hired **Jennifer McCarthy** as an online producer/researcher for CIO.com and darwinmag.com. She was previously a production editor at CancerSource in Boston. She holds a B.A. in political science from the University of New Hampshire and enjoys oil painting, gardening and working on her new house. *jmccarthy@cxo.com*

Also at CXO Media, **Christopher Caggiano** has signed on as a senior writer for *CMO* magazine. He was previously senior associate editor at *Inc.* magazine. Chris has a B.A. in psychology from Boston College and enjoys skiing, roller coasters and musical theater, both as a teacher (at the Boston Conservatory of Music) and as a performer (most recently he appeared in Into The Woods at a community theater in Norwood, Mass. *ccaggiano@cxo.com*

Kerri-Ann Metcalfe is the new office assistant/receptionist for IDG's Irvine, Calif., sales office. She moved to the U.S. a year-and-a-half ago from Australia, where she most recently worked as a project administrator at Boeing Australia. An avid moviegoer, Kerri-Ann enjoys music, especially opera, and collects dolls. *kerri_metcalfe@idg.com*

Senior Account Executive **Nancy Shawver** joins IDC's San Mateo, Calif., office. She has 15 years of market research sales experience, most recently as strategic account manager for the Yankee Group. Nancy has a B.A. in business administration from Arizona State University and enjoys horses and ranch life. *nshawver@idc.com*

IDG Framingham welcomes Assistant Financial Analyst **Konstantin Levin**, who most recently was an assistant manager/revenue analyst Warrandale Appliance. He has a bachelor's degree in finance and accounting from Bentley College in Waltham, Mass., and enjoys keeping up with business magazines and playing soccer and ping pong. *konstantin_levin@idg.com*

Transfers

Recently a research manager with Financial Insights, an IDC company, **Shaw Lively** has joined CXO Media as a program director for the CIO Executive Council. He has a B.S. in biology from Dickinson College in Carlisle, Penn., and an M.B.A. from the State University of New York at Binghampton. When not chauffering his children to their activities, Shaw enjoys gardening, Ultimate Frisbee with fellow IDGers and other outdoor sports. *slively@cxo.com*

Most recently a senior editor at *InfoWorld*, **Heather Havenstein** has signed on with *Computerworld* as a reporter, working out of her Cary, N.C., home office. She has a B.A. in journalism and mass communication from the University of North Carolina at Chapel Hill and lists photography, gardening and reading among her interests. *heather_havenstein@computerworld.com*

Returning employees

Previously in IDG Communications U.K.'s production department and then with VNU's *Computer Active* magazine, **Arthur Cole** returns to IDG as online production controller, working on all the U.K.. titles' sites and doing some magazine work as well. He earned a degree in film and TV scriptwriting from Bournemouth (U.K.) University. "This sort of writing is now an evening hobby," he said, "along with playing guitar in the rock band Smallville Flash." (www.smallvilleflash.com) *arthurc@idg.co.uk*

Senior Analyst/Account Manager **Mike Sullivan** has signed on again with IDC's Access group in Framingham, Mass. He was recently an advisor representative with State Street Corp. A golf enthusiast, Mike has a B.A. in business from Saint Anselm College in Manchester, N.H., and is pursuing an M.S. in finance at Boston College. *mpsullivan@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

worked with an ASP to provide on -demand access to video recordings of the analyst presentations. We adopted a variation of the idea and now offer IDC Video Insights (formerly the IDC Cameo) which are eight-to-10 minute on-demand multimedia clips of our analysts speaking on top-of-mind topics addressing a targeted buyer audience. IDC EMEA has introduced us to interesting ways we can work with the other IDG business units.

And we share business opportunities across regions. Not only do our counterparts in other regions try to sell local programs based on some select U.S. programs, but one of our more interesting U.S. leads was recently uncovered in Asia/Pacific. The prospect is interested in a broad IDC-branded program ranging from custom events to newsletters from San Jose to Singapore. By having a global team in place, we can quickly respond to global opportunities with IDG.

*Employees are encouraged to send questions and suggestions for columnists they would like to see on this page. All questions, inlcuding those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16

Hilary Smith *IDG*

15

Mario Toffoletti *IDG Italy*

12

Robert Peyton *IDC*
Uli Diehlmann *PC World*
Martin Kybal *IDG Czech*
Vera Batarova *IDG Czech*
Donna Moschella *IDG World Expo*

11

Cheryl Talamini *IDG*
Tom Vahey *IDG*

10

Roberta Prandini *IDG Italy*
Deborah Vilella *IDG Italy*

9

Beth Kamoroff *PC World*
Sandy Hughey *CXO Media*
Karen Battley *IDG Global Solutions U.K.*
Glenn Mosesso *IDG*
Paul Carlin *IDG*

8

Matt McAlister *InfoWorld*
Pavel Houser *IDG Czech*
Jitka Vyhlidkova *IDG Czech*
Filip Kutis *IDG Czech*
Martin Canning *IDC Benelux*
Robin Morris *PC Advisor*
Mauro Buccola *IDG Italy*
Steve Inza *IDG Internat'l Publishing Services*

7

Mitchell Rose *IDC*
Cathleen Moore *InfoWorld*
Michito Kimura *IDC Japan*
Petr Mandik *IDG Czech*
John Dooley *Network World*
Gene Gable *IDG World Expo*
Jennifer McKean *IDG Research Services*
Laura Wilkinson *ITCareers*
Nancy Weil *IDG News Service*

6

Regena Marie Adams *IDC*
Robyn Patrick *IDC*
Sara Fitzgerald *IDC*
Thomas Valovic *IDC*
William Casey *IDC*
Mark Anderson *Network World*
Kristin Cianci *Network World*
Eric Danetz *Network World*
Ellen Romanow *CXO Media*
Jesper Troelstrup *IDG Denmark*
Henrik Sonne *IDG Denmark*

5

Al Gillen *IDC*
Rebecca Williams *IDC*
Alicia Langer *PC World*
Andrew Lyon-Hall *PC World*
Melissa Perenson *PC World*
Alec Wagner *InfoWorld*
Jan Zhang *IDG China*
Karlheinz Pichler *IDG Switzerland*
Jean-Luc Rognon *IDG France*
Bryan Smyers *IDG*
Pauline Boyle *IDG*

4

Ricardo Villate *IDC*
Martin Wijaya *IDC Singapore*
Anna Bager *IDC Nordic*
Mikael Lindkvist *IDG Sweden*
Toni Kistner *Network World*
Esther Macias *IDG Spain*
Karine Bernard *IDG France*
Faustino Perez *IDG Netherlands*
Marco Bertoli *IDG Italy*
Claudio Leonardi *IDG Italy*
Ilaria Roncaglia *IDG Italy*
Anja Garbarsch *IDG Denmark*
Larry Arthur *IDG Global Solutions*
Sara Peterson *IDG Human Resources*
Shabnam Sigman *Bio-IT World*
Wayne Humphrey *IDG*

3

Debra Jones *PC World*
Carla Arend *IDC Nordic*
Mónika Babinecz *IDG Hungary*
Andrea Bohn *IDG Hungary*
Barbara Fassiadou *IDG Germany*
Amy Wang *IDG China*
Claudio Panerai *IDG Italy*
Roberto Sacchinello *IDG Italy*
Dana Dobrovodská *IDC CEMA*

2

Caroline Morgan *IDC*
Jiri Sladek *IDG Czech*
Libor Vacta *IDG Czech*
Gavin Matier *IDC U.K.*
Bill Zhang *IDG China*
Paul Roberts *IDG News Service*

1

Akihiko Otsuka *IDG Japan*
Andrew Danish *InfoWorld*
Amanda Cartier *Mac Publishing*
Lisa Larsen Lee *IDC Singapore*
Lau Tong-Yen *IDC Singapore*
Pavel Louda *IDG Czech*
Eric Sheppard *IDC U.K.*
Cathy Cheng *IDG China*
Akihiko Otsuka *IDG Japan*
Matt Lawton *IDC Canada*
Pedro Guillen *IDG Spain*
Sven Schaap *IDG Netherlands*
Luca Figini *IDG Italy*
Dorte Toft *IDG Denmark*
Pavla Burdova *IDC CEMA*
Fred O'Connor *IDG News Service*
Howard Sholkin *IDG Corporate Communications*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

Vortex
Oct. 4-6
Santa Barbara, Calif.
www.idgexecforums.com/vortex

LinuxWorld Conference & Expo
Oct. 6-7
London
www.linuxworldexpo.co.uk
Contact: Gary Cunningham
g.cunningham@linuxworldexpo.co.uk

Asia/Pacific IT InfrastructureVision Conference
Oct. 7
Singapore
www.idc.com.sg/infrastructure2004

China Hi-Tech Fair ComNet Shenzhen
Oct. 12-17
Shenzhen, China
www.chtf.com
www.comnetshenzhen.com.cn

PC World Global Product Support Center Meeting
Oct. 20-22
San Francisco
Contact: Sandy Wong
sandy_wong@pcworld.com

RoboNexus
A World Expo event
Oct. 21-23
Santa Clara, Calif.
www.robonexusexpo.com

Storage Networking World Fall 2004
A Computerworld event
Oct. 25-28
Orlando, Fla.
www.snwusa.com

LinuxWorld Conference & Expo
Oct. 26-28
Frankfurt, Germany
www.linuxworldexpo.de

Network Security Forum 2004
Oct. 28-29
Tokyo
www.idg.co.jp/english/expo/index.html

IDC Enterprise Forum
Nov. 4
San Jose, Calif.
www.idc.com

IDG U.S. Managers Meeting
Nov. 8-9
San Francisco
Contact: Carole Dean
carole_dean@idg.com

See the events listing on www.idgcentral.com

celebrating 10!

Name
Huang Zhoubo

Home
Beijing

Joined IDG
June 20, 1994

Career path
1994-1997, Layout Designer, *Telecom World*
1998-present, Client Manager, *Telecom World*

Responsibilities
I am in charge of advertising sales, collecting ad revenue and managing the circulation of our publication.

What's kept you at IDG for 10 years?
The international aspect of IDG and having the opportunities to enrich my knowledge and gain valuable work experience.

Most challenging part of your job
Improving our circulation.

Outside interests
Listening to music, dancing, climbing mountains.

Family
My 12-year-old son Hou Lin.

What did you want to become when you were a child?
An artist (painter).

Favorite vacation spot
Egypt

If you won the lottery tomorrow, you would...
Donate part to the Home for Seniors and the Hope School (for children in poverty-stricken areas) and travel around the world.

Telecom World China's ***Huang Zhoubo*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent celebration honoring her 10 years of service to the company.*

Favorite movie
Roman Holiday and *Waterloo Bridge*

Retirement dreams
Learning ikebana, painting and traveling.

Manager's profile
"Huang Zhoubo is very straightforward and capable. In recent years, she has been in charge of money collection for ads and has a large number of clients. In addition, she has contributed a lot to various business events and to the circulation of our magazine."
— *Jiang Yanqing, publisher, Telecom World*

10 years ago at IDG...

- More than 500 top IT executives meet in Rome Oct. 3-5 for IDC's fourth European IT Forum. Keynote speakers include 3Com Corp. CEO Eric Benhamou and Ing. C. Olivetti & Co. Chairman & CEO Carlo De Benedetti.

- Stressing its dedication to the professional, business-to-business technology market, Mitch Hall Associates, which serves as the show manager for several IDG events, including Macworld Expo in the U.S. and Canada, announced that the display of nudity or sexually explicit materials will no longer be permitted at any of its expos or in show-related publications. Though the exhibits in question were small in number and grouped together apart from other exhibitors, Mitch Hall executives found that the level of attention those adult exhibits were receiving were detracting from the shows. The first show to operate under the new policy was CD-ROM Expo & Conference, which was held in Boston Oct. 5-7.

---IDG World Update, Oct. 31, 1994

Why are progress bars inaccurate?

You're downloading a file, the progress bar zips to 99 percent done — and then you wait...and wait...and wait. What's going on? Turns out, indicator bars aren't standardized. They reflect how the software developer defines "progress" — whether it be as the number of files transferred, the percentage of data copied, or whatever. Furthermore, indicator accuracy can be affected by "a number of variables, including PC speed, available memory, and the item being downloaded," says Windows XP product manager Tracy Overby. Here's a secret: Some progress bars are actually bogus. They exist only to let users know that something is going on and that their PC hasn't locked up.

— as reported by PC World Contributing Editor (and InfoWorld Editor-in-chief) ***Steve Fox*** *in the August 2004 issue of PC World.*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Cristina Defendi *IDG Brazil*
Karen Ren *IDC China*
Ruth Sager *IDC*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^{R}, Macworld Conference & Expo^{R}, COMNET^{R} Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDC holds 'dynamic' European IT Forum

Increasing number of users, CIOs flock to 14th annual event

Much of the buzz and conversation at IDC's 14th annual European IT Forum in Paris Sept. 27-28 was sparked by the question raised in Nicholas Carr's book *Does IT Matter?*, in which he argues that as IT has become more accessible, affordable and standardized it has become less important to business strategy.

*IDG Chairman **Pat McGovern** (left) presents IDC EMEA President **Roberto Masiero** with a silver tray in honor of the successful completion of the 14th edition of IDC's flagship European event.*

"*Mais non!*" was the response of the more than 500 attendees and speakers who gathered for two days of plenary sessions, breakout labs and one-on-one meetings with IDC analysts. IT does still matter, they said, as long as IT is designed and implemented to help companies react faster and more efficiently to changing business conditions. This requires an approach IDC calls "dynamic IT" in which more fluid shared resources replace hardwired products.

"As the decade wears on, it will be imperative for organizations to deploy dynamic IT in order simply to deal with the explosion of new applications that will arise out of digital convergence," said IDC Chief Research Officer **John Gantz**. He pointed out that over the next 10 years the number of devices communicating over networks will grow tenfold and most of them won't be computers but Web-enabled cell phones, communicating entertainment devices, even toys and appliances. Farther down the

continued on page 4

Computerworld Vietnam debuts with an initial circulation of 30,000

*IDG Vietnam Managing Director **Tam Le**, CW Vietnam Managing Editor **Tran Thi Ngoc Hue** and CW Vietnam Publisher **Vo nhu Lanh**. show off a copy of the new publication.*

IDG has teamed up with one of the largest media companies in Vietnam to launch the 41st title in the *Computerworld* product line. On Sept. 24 in Ho Chi Minh City, the Saigon Times Group published the first edition of *Thoi bao Vi tinh Sai Gon/ Computerworld*, a bi-weekly Vietnamese-language magazine for IT managers and professionals, CEOs and IT policymakers.

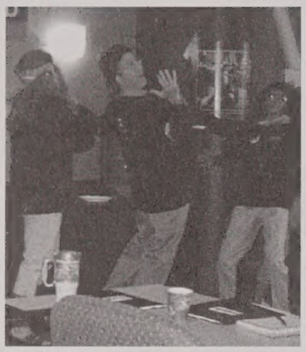
More than 145 executives and media representatives from 76 companies and news agencies attended the launch event at the Sheraton Saigon Hotel. Following opening remarks from Managing Editor **Tran Thi Ngoc Hue** and IDG Vietnam Managing Director **Tam Le**, IDG Chairman **Pat McGovern** addressed the crowd via videotape and welcomed IDG's partnership with its newest licensee.

"We chose the Saigon Times Group because we felt that they had a reputation for excellent editorial quality, effective circulation and distribution, good graphic design and professional presentation," McGovern said. "They are also familiar with multinational publishing, which facilitates the communications between the worldwide reporting staff of IDG and the *Computerworld* team in Vietnam."

The first issue had 32 editorial pages and 24 advertising pages from 26 companies. Approximately two-thirds of the new publication's content is supplied by *Computerworld* U.S., though locally produced content by the Saigon Times Group and other Vietnamese writers is expected to rise, Le said. With an initial circulation of 30,000, *Computerworld Vietnam* is being distributed at ICT firms, office buildings, newsstands, ICT shops and airlines.

continued on page 5

Network World sales team gets fired up for 2005



***Evilie Thibeault**, **Kevin Normandeau** and **Donna Pomponi** help belt out a rousing rendition of United We Stand.*

Network World used its annual sales meeting last month to announce a new virtual team sales structure, honor top performers from 2004, discuss current and future trends in the marketplace and get pumped up for the new fiscal year. As usual, the assembled group also managed to carve out some time for fun.

The two-day meeting, planned by the sales management team and held at the company's Southborough, Mass., headquarters, once again got under way with a rousing musical performance by the Mighty Thibeault Arts Players, who sang and danced their way through a rendition of "United We Stand" that had the crowd on their feet, clapping and singing along.

*Front (l-r): **Becky Randell**, **Susan Cardoza**, **Donna Pomponi**, **Teri Marsh**. Back (l-r): **Stephanie Gutierrez**, **Scott Buckler**, **Courtney Cochrane** and CEO **Evilee Thibeault**.*

Getting down to business, the sales management team announced the formation of four virtual sales teams — two focused on accounts on the East and Midwest, two focused on the West Coast — each of which combines sales representatives from print, events, online, custom publishing and emerging markets/marketplace. Each team is coached by one of the company's four national sales managers — **Tom Davis**, **Sandra Kupiac**, **Neil Silverman** and **Susan Cardoza** — and "meets" weekly via conference call. "We listened to and focused on our customers needs as we developed this structure," said **Carol Lasker**, vice president and associate publisher. "We already had a great sales team, and this structure allows us to deliver a finer level of service to our customers based on their feedback."

*"Biggy Dat POE" one of four virtual sales teams announced at this year's meeting, assume their best rapper pose for the camera. Front row (l-r): **Tom Davis**, **Jamie Kalbach**, **Eric Danetz**. Back row (l-r): **Jacqui DiBianca**, **Deb Lovell**, **Enku Gubaie** and **Lee Foster**. Biggy Dat POE (print, online and events) refers to "biggy sizing" at fast food restaurants and signals the group's intent to get their clients to "biggy size" their programs with NWW.*

The sales team heard updates from Network World President & Editorial Director **John Gallant** who discussed hot trends in the market, attended an online "boot camp" conducted by **Kevin Normandeau**, vice president of online ,and learned all about the 2005 Live Technology Tour lineup via a "rock concert" conducted by **Neal Silverman**, senior director of events sales, complete with Live in 2005 tour t-shirts.

Ten members of the sales team were honored for outstanding contributions in 2004. Winners included the following:

(Print Awards)
- Salesperson of the Year: **Eric Danetz**, regional sales manager, Midwest/Central
- Brand Master: **Courtney Cochrane**, regional sales manager, northern California/Northwest
- Market Share Champion: **Don Seay**, regional sales manager, Southeast
- Yield Master: **Elisa DellaRocco**, regional sales manager, Northeast
- Marketplace/Emerging Markets Overall Best Performance: **Enku Gubaie**, senior account manager, Marketplace

- Events Salesperson of the Year: **Maureen Riley**, event sales manager
- NWFusion Sales Award: **Jamie Kalbach**, director online services
- Custom Sales Award: **Kate Zinn**, sales manager, Eastern region, Customer Access Group
- Favorite Partner Award: **Caitlin Horgan**, account manager, Marketplace
- New Business Award: **Deb Lovell,** district sales manager, Fusion

At the conclusion of the meeting's first day, the group traveled to Boston, where the four virtual sales teams competed against each other in a city-wide scavenger hunt that had them searching out pictures with a female police officer, a winning lottery ticket, and a small orange construction cone, among others. Afterward, everyone boarded a Boston harbor cruise ship for some well-earned rest and relaxation.

The meeting wrapped up with inspiring comments and thoughts from President & CEO **Evilee Thibeault**, who gave each person a copy of the book, *How to Become a Rainmaker*, by Jeffrey J. Fox and a replica of a Native American rainmaker. Regional Account Director **Jacqui DiBianca** led an enthusiastic group through an authentic rainmaking dance, and the team left ready to make some of the own rain in 2005.

"Everyone was feeling the Network World love," said Thibeault. "We're more pumped than ever to get out there and make 2005 the best year yet."

one on one the interview

Søren Queitsch
IDG Denmark's managing director is this week's guest columnist. Reach him at sq@idg.dk

IDG Denmark at-a-glance

Location Valby, outside Copenhagen

Employees 85

Web site www.idg.dk

Publications: *Computerworld*, *PC World*, *CTO* (*InfoWorld*, launching monthl in January). As inserts in *Computerworld*: *CIO* (quarterly in FY05), *eGov* (quarterly in FY05).

Events 10 a year. In addition to the annual Computerworld Top 100 event, which recognizes top-performing companies in 15 categories and an overall winner, we produce various conferences. One is the "Computerworld ROI Forum" on topics such as business architecture, security, mobility and ERP. These are planned three to four months ahead to coincide with hot local issues.

Other sites
www.eksperten.dk, a site where IT experts post IT-related questions and problems to be solved by their peers. Jobworld (www.jobworld.dk) for IT-focused recruitment advertising.

Recent accomplishment Relaunch and redesign of all magazines.

Q Briefly explain the IT publishing environment in Denmark and how IDG fits in.

A The sector has been under pressure during the recession, and up to 60% of the ad revenue in print publications is gone compared to 2000 to 2001. Many of the monthly IT magazines have closed in the b-to-b sector. But things are looking better. Regarding *Computerworld,* we see a rise in ad revenue in the fourth quarter of FY04 of more than 15%. We will re-launch *Computerworld* in November, and we will invest a lot in the quality of the content to keep and expand our market leader position. The entire design will be modernized; we've teamed up with some very skiled external designers to get some new inspiration. We think that there will be only room for one IT weekly in the b-to-b market in the future. Now there are two — and that's one too many. We think that IDG has the power and the staff to squash out competition.

We are now changing the positioning of *PC World* to be more consumer-oriented, because that's where the market is heading. *PC World* has a market share of 60% in the b-to-b market for monthlies, and we are still losing money. The market is just too small. So we have to change, to be less dependent on ad revenue, and expand our reader revenue. This includes putting more focus on paid subscriptions and newsstand sales; we plan to double the number of newsstands that will be carrying *PC World*.

Q With the upcoming launch of *InfoWorld*, Denmark would be the only country outside the U.S. to have both an *InfoWorld* and a *Computerworld*. How will you differentiate the two?

A *Computerworld* has evolved to be very business-focused in Denmark, and *InfoWorld* — which we might call *CTO* — will have a very technical focus. So they will satisfy the different target groups in different areas of our readers' organizations.

Q What's your incubation strategy for launching new publications?

A We launched new titles such as *CIO* and *e-Gov* as magazine inserts in *Computerworld,* which is a tabloid, to see if the market is ready for them. It's a lot cheaper that way, and since the coverage of *Computerworld* is so high, we can very quickly see if there is a market for an independent magazine. Doing it this way we can test many more titles — cheaper, faster and with more security for our bottom line.

We anticipate great demand for *e-Gov*, as the Danish government plans to consolidate 272 local communities into 130. In order to do that, the government has to re-think the whole federal and local IT infrastructure in order to make it efficient. And that demands investments, knowledge and a lot of training. In *e-Gov* we have a publication that can link vendors with buyers, and information and news about ongoing developments.

Q To what extent do you collaborate with IDC Nordic?

A Since we both organize conferences (and that market is growing rapidly for IDG Denmark), we try to arrange the calendars so we don't target the same clients during the same period. IDC also uses our telemarketing department for their research and *Computerworld* for their marketing. And in the future I'm sure that we will collaborate on conferences.

Q What kinds of online reader revenue initiatives are you trying?

A We have very successful online services, and compared to most of the world, we have a very healthy online ad revenue. But we know that we have to increase online reader revenue to be less dependent on the market conditions. Within the next six months we will implement a lot of new features on our sites, and they will only be for subscribers or paying clients. We are currently considering, among other initiatives, article archives, areas for vertical market segments and opportunities for advertisers to post white papers. This is new territory for most sites, but we have to try and learn. We hope that we can learn from other IDG sites, and we're looking forward to the next IDG Global Online Meeting.

Q It's been seven months since you joined IDG. What are your impressions of how IDG differs from other media companies you've been with?

A I am very impressed with all the talent there is within the organization, and I am so proud to be a part of "the IDG family."The business unit I came to had to make a lot of changes in a short period of time, and the help and support I got from all around the world was amazing. The truly decentralized style, paired with global support if you need it, has proven once again to be a winning concept.

Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy*** *will be passed along anonymously. Write to world_update@idg.com.*

IDC IT Forum

continued from page 1

line they will include trillions of tags and sensors embedded with tracking chips.

"As the network edge expands," Gantz explained, "the center of the network, the data center, will have to change dramatically. This will drive a new boom in IT investment around the turn of the decade." Until then, he predicted, Europe can look forward to a period of modest but stable and diversified growth in IT investment.

Europe's economic growth has lagged behind that of other regions, despite a general improvement in the global economy (European economies grew by 0.8% in 2003, while the U.S. saw a 3.1% growth). Because Europe's slower growth is expected to continue in 2004, the continent's IT leaders have to increase efficiencies and still compete on a world stage, a central theme at the 2004 IT Forum.

*IDC's EMEA (Europe, Middle East and Africa) Conferences and Events group organized the Forum. Above, members of the team include (l-r): **Francesca Dal Moro**, European conference director; **Claudia Corradi**, marketing communication and database specialist; **Francesca Cogliati**, conference manager; **Tatiana Albuzzi**, conference representative & database specialist; **Alessandra Melloni**, conference manager; **Pat McGovern**, chairman, IDG; **Alessandra Mosconi**, assistant to the president & managing director; **Katia Schiavi**, conference representative & database specialist; **Nicoletta Puglisi**, senior conference specialist; **Roberto Masiero**, president; **Tiziana Parisio**, conference specialist.*

"Issues such as increased focus on return on investment, cost reduction and efficiency are clearly here to stay," said IDC EMEA President **Roberto Masiero**. "With signs of growth in the global economy, forward-thinking executives now realize that growth aligned with increased productivity, efficiency and flexibility is now core to medium- and long-term success."

Among the Forum's speakers and panelists were Carr; 2001 Nobel Prize winner in Economics Joseph Stiglitz; Jean-Paul Fitoussi, president of the Observatoire Francais des Conjonctures Economiques; leading CIOs of major European corporations such as Deutsche Bank, Finnair and Autostadt; and several IDC analysts from the U.S., U.K. and EMEA. Kevin Mitnick, perhaps the most famous ex-hacker in the IT industry and now CEO of Defensive Thinking LLC, led two sessions on the latest techniques used to defend information assets from attacks.

During the Forum, 28 IDC analysts were available in the Research Pavilion for half-hour, one-on-one sessions with clients, prospects and media representatives in which they offered their advice on IT strategy, trends and growth or their views on a customer's specific IT project. The grand total of 180 sessions was an all-time high, in part thanks to EMEA Marketing Manager **Alexia O'Sullivan**'s efforts to book appointments for sponsors and delegates beginning a month in advance of the event.

Europe's *Financial Times* said recently that "every September the great and the good from the IT world make an annual pilgrimage to IDC's technology conference." This year's forum was sponsored by 16 leading IT companies, including IBM, Hewlett-Packard, Novell and Cisco Systems. Once again IDG media partners were represented in force: *CIO* magazines in France, Germany, Poland, Norway and Sweden; Germany's *Computerwoche* and tecChannel; *Network World Italia*, *Le Monde Informatique* and IDG U.K.'s Techworld. *Time Europe* was also a sponsor for the second consecutive year.

In addition to having their signage prominently displayed on promotional materials before and during the event, media sponsors get three free passes, free admittance for journalists and access to IDC research and interviews with key participants. Sales-related benefits include booth space and receiving a list of all conference participants who agree to have their contact information shared.

"The topics of discussion at the forum closely align with what is top of mind with our customers," said Barbara Schaedler, VP, corporate marketing for forum sponsor Fujitsu-Siemens. "IT does matter to them. What the forum offers is a chance to hear experts debate the future trends as well as implementation possibilities for today."

IDC U.K. Group VP, Sales and Marketing **Keith Henry** said he was "very happy" with composition of this year's Forum attendees. "We're seeing more users and more CIOs, while academics [people from academic institutions] provide a historical viewpoint and alternative perspective that contribute to interesting strategic discussions about the IT industry." He added that more than 50% of the attendees were repeat customers.

For more information see the European IT Forum event description at www.idc.com/emea/itforum04 or contact IDC EMEA Marketing Communication and Database Specialist **Claudia Corradi** at ccorradi@idc.com. WU

More online

See this story on IDG Central (www.idgcentral.com) for additional photos from IDC's European IT Forum.

IDG

October 11, 2004

Administrative Assistant (CSG)

IDG CSG is seeking a highly organized individual to support our Corporate Finance, Tax and Accounting departments. The major responsibilities of this position will include but are not limited to general office support including filing, data entry, and performing various administrative tasks as necessary. This position will report into the Manager of Financial Reporting and Budgeting, but will take direction from other department heads as well. Candidates must be extremely organized, be able to multi-task and prioritize assignments. PC skills in Word and Excel are required and knowledge of Lotus Notes is preferred. ***Location: Framingham, MA***
Contact: J. McKaughan, Fax: 508-935-4600, Email: jljobs@idg.com

Junior Staff Accountant (IDC)

The Finance Group at IDC is seeking a highly motivated and energetic Jr. Staff Accountant to work in our highly collaborative and growing team. Responsibilities may include monthly sales contract approval, processing of accounts payable and expense reports, weekly billing, customer service, reconciliation of balance sheet accounts, and assisting with monthly and year end closings. This position will frequently interact with IDC's Sales team, groups within our parent company, IDG as well as with external IDC clients both on the sales side and the vendor payable side. The ideal candidate should possess a firm grasp of accounting practices. We are looking for a fast learner who is a detail-oriented, strong communicator (both verbally and in writing), with sound Excel spreadsheet skills. This position offers exposure to different areas of accounting and finance, growth potential, and tuition reimbursement for relevant courses. A bachelor degree in Accounting or Finance is required. Recent graduates or those with up to 4 years of experience will be the best fit for this position. Related industry experience is a plus.
Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Program Director, Vertical Views (IDC)

The U.S. Vertical Group is seeking a research director to lead the Vertical Views product family. The research director will have responsibility for the Vertical Views and Enterprise Technology Trends products. He/she will be responsible for managing a team of four analysts and collaborating with over a dozen analysts throughout IDC to ensure the research is delivered on time and with the highest quality. The individual needs to have excellent project management and people management skills, and be comfortable presenting IT investment trends across 16 industries in public. Experiencing managing and delivering a family of research products, developing sophisticated forecast models and developing complex research processes is desired. The research director will oversee a number of newly launched research programs as well as several established research programs. In overseeing these programs, the director will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package products in a way that meets clients' needs. For more details, please visit idc.com.
Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Sales Manager - Global Financial Accounts (IDC)

IDC's Global Financial Sales team is seeking a success oriented Sales Manager to focus on selling IDC's research products to some of IDC's largest Global Financial Accounts. This Sales Manager will be responsible for generating and managing approximately $2.7m in revenues (renewals and new business development), and building strategic relationship in the Global Financial Accounts. As a member of a collaborative team, this individual will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC (researchers, consultants, other sales professionals). Additionally, this sales professional will be expected to establish and maintain collaborative relationships with IDC global colleagues and clients. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. This position will report to the Vice President, Global Financial Sales. For more details on this position, please visit idc.com.
Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Designer (MAC)

The Designer at Macworld will collaborate with editors and the art director to conceptualize, plan, and design sections, features, and other parts of the magazine and editorial projects. Responsibilities will include assigning and art-directing editorial illustration and photography; supervising art assignments from the concept stage through final color approval; and obtaining all art elements required for those projects. Qualified candidates must have 3+ years' experience in publication design (preferably in a monthly environment); high-level proficiency in QuarkXPress, Adobe Photoshop, Adobe Illustrator and OSX. Must have a strong sense of type and color as well as excellent attention to detail and great design skills with a strong portfolio to back them up. S/he must be very well organized and able to work as a team player in a fast paced environment, with excellent communication skills and good conceptualizing abilities. An understanding of the 4-color printing process is a must, and an understanding of (and enthusiasm for) the Mac platform is a big plus. Please send cover letter, resume & salary requirements to jobopps@idg.com. Please reference "MAC Designer" in the subject line. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Audience Development Specialist (WEC)

IDG World Expo has an exciting opportunity for a marketing professional to join the team and work on our several of our events. Reporting to the Audience Development Manager, you will be responsible for the implementation of marketing strategies including collateral production and relationship management with the main goal of meeting and exceeding the number of conference attendees and expo visitors as indicated in the event business plan. Specific responsibilities will include assisting in the production of direct mail materials and event guides, managing outside vendors, coordinating website content, managing the creation of sales materials and writing promotional copy. We are looking for a detail-oriented, communications professional with 2-3 years of experience in marketing communications, product marketing or direct marketing. Experience in the trade show industry is a plus.
Location: Framingham, MA
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

Receptionist/Office Services Coordinator (WEC)

IDG World Expo is looking for a high-energy, service oriented individual for the position of Receptionist/Office Services Coordinator. Ideal candidates will enjoy working with & providing service to a diverse group of people and have a strong orientation to customer service. Receptionist responsibilities include greeting visitors, answering multiple event phone lines, trafficking and responding to phone calls, maintaining company phone lists, signing for and distributing incoming FedEx, UPS, courier packages and internal mail, using shipping equipment, such as the postal meter and FedEx Powership system, sending out large mailings (US & International). Additional responsibilities include assisting with general office duties, ordering office, computer and kitchen supplies and maintaining supply inventories, being the liaison with office supply and computer supply vendors, changing printer and fax toner cartridges as needed. The Office Services Coordinator should have excellent interpersonal skills, be incredibly resourceful, highly organized, detail oriented, have strong PC skills and a working knowledge of MS Word, Excel and email. Valid MA driver's license and excellent driving record. At least two years of prior experience in a business environment required. ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-935-4600, Email: jcjobs@idg.com

IDG in Vietnam

Publications

PC World Vietnam
Launched 1992 by the Ho Chi Minh City Dept. for Sciences & Technology; a "B" version is targeted to CIOs.

Thoi bao Vi tinh Sai Gon/ Computerworld
Launched September 2004 by the Saigon Times Group

IDG Vietnam
IDG's wholly owned subsidiary office is involved in events, ad sales and market research. The events, managed by IDG World Expo Asia/Vietnam, include Vietnam Computerworld Expo, Banking Vietnam, ComNet Vietnam, Vietnam ICT in Education, Vietnam ICT in Finance, E-Government Symposium. The group also covers the Indochina market, and new ICT events in Laos and Cambodia are being planned.

IDC Vietnam
Agency relationship began 1998

IDG Ventures Vietnam
Established 2004

Vietnam market facts

Installed base of PCs in 2003 267,935 units
Value of installed PC base US$255.3 million
Telecom revenue in Vietnam $1.730 billion
Number of IT vendor companies in Vietnam 1,500 (local and international)
Population of Vietnam 81million
Literacy rate 91%
Leading IT brands Intel, IBM, HP

Vietnam

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Single copies are priced at VN$10,000 (US$0.60), with one-year subscriptions discounted 40% and two-year subscriptions discounted 60%. IDG Global Solutions Vietnam serves as the advertising agent for the new publication.

The Saigon Times Group also publishes *Thoi bao Kinh te Saigon*, one of the country's largest weekly economic magazines, and two English-language papers: *The Saigon Times Daily*, which is Vietnam's second largest English daily, and *The Saigon Times Weekly*.

IDG Vietnam and Saigon Times Group staff at the Computerworld launch event included (holding publication, l-r): IDG Managing Director Tam Le and CW Vietnam Publisher ***Vo nhu Lanh.*** *Behind Le is CW Vietnam Managing Editor* ***Tran Thi Ngoc Hue.***

Write to IDG Vietnam Communications & PR Manager **Diep Nguyen** at diep_nguyen@idgvietnam.com

Dubai-based publishing partner honors king of Jordan

IDG's Dubai-based publishing partner, CPI, presented the latest in its series of Global Vision Award to Jordan's King Abdullah II during last month's Jordan ICT Forum.

CPI's Publisher **Dominic De Sousa** presented the award on behalf of CPI and IDG during a private ceremony. "This award marks the very significant contribution that the king has demonstrated for the development of a skills-driven, information and communications technology-based economy for Jordan and the future of the kingdom as part of the wider knowledge revolution in the Arab world." De Sousa said.

At last year's Gitex exhibition in Dubai, De Sousa presented a similar award to General Sheikh Mohammed Bin Rashid Al Maktoum, the Crown Prince of Dubai and UAE Minister of Defense, for his vision of a technology zone initiative that has since had a major impact on the ICT industry in the region.

In addition to the two Global Vision Awards given to individuals, CPI has also recognized Microsoft, Sun, Intel and Cisco and presented each company's CEO with an award.

During his half-hour meeting, De Sousa briefed the king on CPI's ties to IDG and the potential for CPI to further expand its IT publishing and events activities into the country. An IDG partner since 1998, CPI holds licenses to publish the *Computer-world*-style publication *Computer News Middle East, Network World Middle East, Reseller World Middle East* and *Security Advisor Middle East. LinuxWorld Middle East* will launch by year's end.

CPI Publisher ***Dominic De Sousa*** *(left) presenting the CPI/IDG Global Vision Award to Jordan's King Abdullah II.*

CPI's publications are read throughout the Gulf peninsula including Saudi Arabia, United Arab Emirates, Oman, Bahrain, Qatar, Yemen, Kuwait, as well as Egypt, Syria, Jordan, Lebanon and the Palestinian territories. In conjunction with the biennial Jordan ICT Forum, CPI published its second edition of a guide for the Jordanian IT market, *IT Visions Jordan*, which was supported by the local IT organization inta@j.

Write to dom@cpidubai.com.

noteworthy people

REDWAY PHOTO

Meleedy

Mason

REDWAY PHOTO

Malingowski

REDWAY PHOTO

Leger

REDWAY PHOTO

Amato

Promotions

Computerworld Executive VP **Ron Milton** recently announced four promotions in the Strategic Programs & Events (SPE) group.

Group Manager, Event Operations **Michael Meleedy** was promoted to director of event management as a result of his dedicated efforts and outstanding results. A five-year veteran on the SPE team, Michael's responsibilities include management of all event operations, suppliers, customer service, websites, content management systems and ecommerce-based registration systems. *michael_meleedy@ computerworld.com*

Operations Specialist **Lynn Mason** has been promoted to operations manager in recognition of her outstanding efforts managing all aspects of expos, decorators, food and beverage contracts, signage, sponsor service manuals and customer contact. *lynn_mason@ computerworld.com*

Event Program Coordinator **Pam Malingowski** has been promoted to customer service specialist in recognition of her increased responsibilities and excellent efforts with customer service, registration and Web-based systems to support Computerworld events. *pam_malingowski@ computerworld.com*

After interning for the last six months, **Chris Leger** has been named custom events specialist. Previously a marketing program coordinator doing double-duty administering the custom event launch for Computerworld, Chris will now be responsible for marketing and production related to one-day, single-sponsored events. *chris_leger@ computerworld.com*

"These changes reflect a maturation of the team and the entrepreneurial spirit they've shown regarding strategic sales, product marketing, audience development and marketing, operations and customer service," Milton said. "*Computerworld* is currently expanding this team with new and open positions, following a fifth consecutive year of over-achieving revenue and profit goals. FY05 is forecasted to be another significant growth year as well, as *Computerworld* expands its events portfolio from new launches to market leadership."

New employees

Associate Analyst/Peripherals **Claudia Orozco** joins IDC Mexico. She was previously the marketing coordinator for Volvo Bil San Angel. Claudia has a diploma in e-commerce and multimedia from Macquarie University in Sydney, Australia, and a bacherlor's degree in marketing from ITEMS-CCM in Mexico City. She enjoys playing the piano, painting and skating. *corozco@idc.com*

Senior Account Executive **Kevin Green** has joined IDC in Framingham. He was previously an account executive at Cutter Consortium. A graduate of the University of Maine/Orono with a B.S. in education, Kevin enjoys swimming, biking and motorcyclye riding.

Also in Framingham, Financial Insights' newest associate analyst is **Victoria Polyakov**. She was previously an instructor at The Hebew University in Israel, from which she graduated with an M.S. in financial economics. Victoria's hobbies include reading and flamenco dancing. *vpolyakov@financial-insights.com*

Transfers

John Amato joins Computerworld's Strategic Programs & Events as vice president, Business Development. He will focus on the Premier 100, Mobile & Wireless World and Business Intelligence Perspectives events. He was previously VP, Business Development at CXO Media and is a past recipient of CXO Media's President's Award. *john_amato@ computerworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

PC World Global Product Support Center Meeting
Oct. 20-22
San Francisco
Contact: Sandy Wong
sandy_wong@pcworld.com

RoboNexus
An IDG World Expo event
Oct. 21-23
Santa Clara Convention Center
Santa Clara, Calif.
www.robonexusexpo.com

Storage Networking World Fall 2004
A Computerworld event
Oct. 25-28
JW Marriott Grande Lakes Resort
Orlando, Fla.
www.snwusa.com

LinuxWorld Conference & Expo
Oct. 26-28
Frankfurt Fairgrounds
Frankfurt, Germany
www.linuxworldexpo.de

Network Security Forum 2004
Oct. 28-29
Aoyama TEPIA
Gaienmae, Tokyo
www.idg.co.jp/english/expo/index.html

IDC Enterprise Forum
Nov. 4
Fairmont Hotel San Jose
San Jose, Calif.
www.idc.com

IDG U.S. Managers Meeting
Nov. 8-9
The Intercontinental Mark Hopkins
San Francisco
Contact: Carole Dean
carole_dean@idg.com

WinSEC 2004
An IDG World Expo event
Nov. 15
Marriott Minneapolis Airport
Minneapolis
www.winsec2004.com

WinSEC 2004
An IDG World Expo event
Nov. 18
Hilton Arlington & Towers
Arlington, Va.
www.winsec2004.com

Mobility Conference 2004 UK
Nov. 23
Institute of Directors
London
www.idc.com/getdoc.jsp?containerId=IDC_P7989

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Nancy Mallette *IDG*

18

Angele Boyd-Myers *IDC*

17

Lew McCreary *CXO Media*
Paul Arabasz *IDC*

15

Marco Tennyson *IDG Italy*
Francisco Rodriguez *IDG Spain*

14

Marta Cabanillas *IDG Spain*
Dick Denechaud *IDC*

12

Cynthia Ramsey *Mac Publishing*
Deborah Winders *Computerworld*
Alyson Morales *IDC*
Rosemary Pickett *IDC*
Donna Silva *IDC*

11

Dora Jeffers *Computerworld*
Chris Jarmul *IDC*

10

Traci Gere *IDC*
Patricia Duhl *IDC*

9

Dorota Fatyga *IDG Poland*
Gerda Tausch *IDG Germany*
Susan Green *PC World*
Julian Weatherby *PC World*
Yasuhiro Watanabe *IDG Japan*
David Ramel *Computerworld*
John Daly *IDC*

8

Hanh Nghi *IDG Corporate Sales*
Jacqueline McLean *IDC Canada*
Ray Boggs *IDC*
Jose Rodriguez *IDC*
Steve Phillips *IDC*
Laureen Austermann *Computerworld*

7

Maritha Norlin *IDG Sweden*
Claudia Susanne Wolff *IDG Germany*
Esther Ng *IDC Hong Kong*
Michele DeFilippo *Computerworld*
Warren Childs *IDC*

6

Stephanie Boidin Dupire *IDG France*
Patricia Bouvier *IDG France*
Lars Vestergaard *IDC U.K.*
Kevin Dunne *IDC*
D.H. Oh *IDC*
John McNulty *IDC*
Stephen Clifford *IDC*
Lloyd Kosh *IDC*
Robert Sullivan *IDC*
Matt Sweeney *Computerworld*

5

Jo Nicol *IDG Global Solutions/EMEA*
Sabrina Teteau *IDC France*
Shannon MacDonald *CXO Media*
Iris Haug *IDG Germany*
Louiza Pells *IDC U.K.*
John Greco *IDC*
Ken Presti *IDC*
Nancy Wyatt *IDC*
Patrick Hill *IDC*
Tracy Floyd *IDC*
Shirley Clute *IDC*
Tammy Gilson-Hodge *IDC*
Michelle Mahoney *IDC*
Malcolm Maclachlan *IDC*
Wesley Dotts *IDC*
Yanming Chen *IDC*
Brian Burke *IDC*

4

Daniel Stokes *IDG Global Solutions/EMEA*
Heather Mennino *IDG World Expo*
Joan Pustizzi *IDG*
Matika Angkatavanich *IDG Global Solutions*
Sarah Hindmarsh *IDG World Expo*
Bas Roestenberg *IDG Netherlands*
Michael Hyjek *IDC Canada*
Alexandra Heymowska *IDG Sweden*
Jenny Elmqvist *IDG Sweden*
Darren Blatch *IDC U.K.*
Gary Duncan *IDC U.K.*
Uechi Tomoki *IDC Japan*
Amy Norcross *IDC*
Scott Tiazkun *IDC*
Daniel Corsetti *IDC*
Hilaire Perry *IDC*
Rebecca Pardo *IDC*
Wade Munson *IDC*
Kevin White *IDC*
Gary Nagle *IDC*
John Farrell *IDC*
Marianne Hedin *IDC*

3

Deborah Walsh *Bio-IT World*
Sean Lam *IDG Singapore*
Sabine Schlund *IDG Germany*
Zwetelina Schwalbe *IDG Germany*
Charles Jiang *IDC China*
Clary Alward *InfoWorld*
Blossom Woo *PC World*
Kayan Wong *PC World*

2

James Alexander *IDC Canada*
Mark Hollister *Network World*
Mirza Baig *IT World Canada*
Watanabe Haruki *IDC Japan*
Steven Kempton *IDC*
Kaila Bongiovanni *InfoWorld*
Michon Schenck *Financial Insights*

1

Kim Mann *IDG*
Matt Jarrett *IDC Canada*
Maire Kushner *IDC Canada*
Jonathan Tice *IDC Canada*
Lilian Yang *IDG Singapore*
Viktor Gofaizen *IDG Germany*
Ruud Mohlmann *IDC Benelux*
Loretta Pein *IDC Australia*
Warren Chaisatien *IDC Australia*
Ernest Lefebvre *IDC*
Susan Skowronski *IDC*
Elizabeth Cutler *IDC*
Rhoda Phillips *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

How long can a file name be?

Back in the bad old days of Windows, file names maxed out at 11 characters in 8.3 form (remember MTNG8-23.DOC?). File names for current versions of Windows, Linux and Macintosh can stretch out to a positively luxurious 255 characters, which (to give you some idea of length) is the number of characters, including spaces, in the sentence you're reading just now. The file system — not the operating system — sets the 255-character length. If you need more space than that, hire an editor.

— PC World Contributing Editor (and InfoWorld Editor-in-chief) ***Steve Fox*** *contributed this item in the November 2004 issue of PC World.*

Framingham address update

Several IDG business units moved from 500 Old Connecticut Path in Framingham, Mass., last month.

Bio-IT World, Computerworld and IT Careers are now located at One Speen Street. IDG Travel Services and IDG Global Solutions are now at Three Speen Street. Both locations are in Framingham, Mass., with the same zip code as before (01701). All direct-dial phone numbers remain the same.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Al Gillen** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* water bottles.

Honorable mentions

"Sorry, Captain, it's a no-go. The pre-flight catering diagnostics indicate we're short three pretzels and one chardonnay."
Ann Harris *Computerworld*

"I know I'm only flying coach, but this is a miserable excuse for an onboard power supply!"
Keith Waryas *IDC*

"Hey, I'm glad to inform you that my spare battery can get you as far as Louisville."
Simon Salamon *IDC*

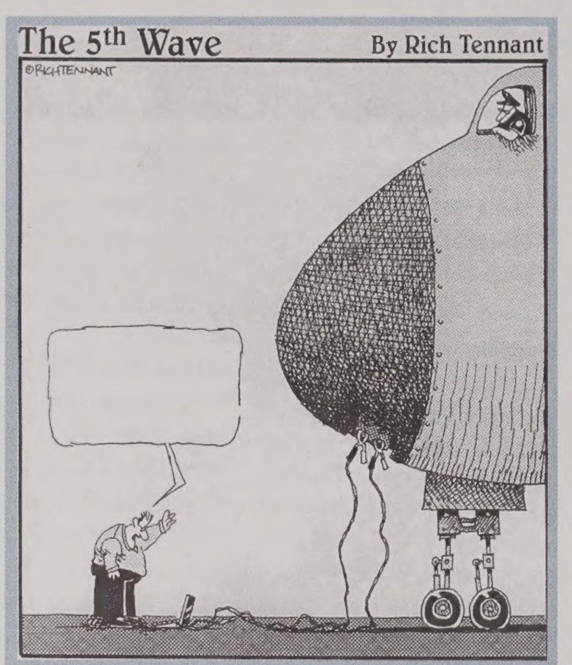
"Your choice Captain...with Windows you'll drive by sight or with Linux you'll fly by the seat of your pants."
Daniel Cardamone *IDC Latin America*

Next cartoon caption deadline: Oct. 27

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Oct. 27.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

E-mail your creations to to world_update@idg.com or fax them to 617-423-0712.

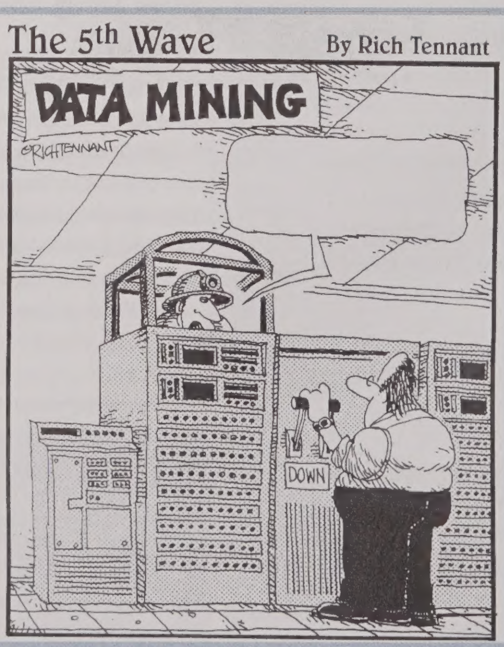


"When I press Ctrl Alt Delete, hit the starter and see if you can fire up the motor."

Al Gillen *IDC*

Rich's original caption:

"Good thing I had my laptop with me. Try turning it over now!"



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Claudia Corradi *IDC*
TerryAnn Croci *Network World*
Tam Le *IDG Vietnam*
Trinh Ma *IDG Vietnam*
Dave Reeder *CPI*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

Attendees share great ideas from around the world

During the Enterprise GPSC meeting, attendees were asked to share their best ideas from the past year. Below, a tasty way to announce the news of a recent redesign. For other ideas, see this article on IDG Central.

SZÁMÍTÁSTECHNIKA
Navigáció
Olvassuk együtt!

After a recent redesign of *CW Szamitastechika*, IDG Hungary sent out cakes realistically iced with the front page of an issue to its clients – one of whom sent back their thanks with photographic proof of how much the cake was enjoyed.

—***Maria Lakatos****, editor-in-chief, CW Szamitastechnika*

The judges have spoken

Twelve winners have been chosen for the 2005 employee photo calendar! To read the winners' names, see page 2. To see the winning photographs, log on to IDG Central at www.idgcentral.com.

Enterprise GPSC meeting facilitates sharing of ideas, plans

More than 80 representatives of IDG's enterprise books gather in Paris

"IDG is the pacemaker of the market," said IDG Chairman **Pat McGovern** in his welcoming address at last month's Enterprise Global Product Support Center (GPSC) meeting in Paris. He said he expects there to be 3 billion IT users investing US$3 trillion in the market by 2020 and that 80% of their buying power will be influenced by IDG publications, largely its enterprise publications — the *Computerworlds*, *Network Worlds*, *InfoWorlds* and C-level titles such as *CIO* and *CSO*. Toward that end, more than 80 representatives of those product lines — from both the editorial and sales operations — gathered for two days to exchange new ideas, ask questions and make plans for the future.

From left: Computerworld Czech Editor-in-chief ***Karel Taschner****, Publisher* ***Jaroslav Hrouda****, IDG Business Verlag Group Publisher* ***Karin Giffhorn*** *and InfoWorld President & CEO* ***Kevin McKean*** *chat during a break. They were among the more than 80 attendees at last month's Enterprise meeting.*

According to many of those in attendance, that future is brightening. "It's all good," said Network World CEO and Publisher **Evilee Thibeault**, who spoke on trends in the networking market. Customers are spending on IT in order to reduce their costs and are looking for what she called "e-everything" as products converge to improve automation and user mobility.

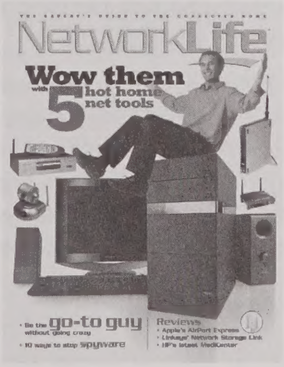
continued on page 4

Network Life capitalizes on booming home network market

New supplement aims to help IT experts manage role as home net 'consultants'

With PC-based home networks in the U.S. expected to continue growing at an annual average rate of almost 18% through 2008, according to figures provided by IDC, home users in increasing numbers are clamoring for help and advice. And to whom do they turn? Often, it turns out, to the network and IT experts who read *Network World*.

According to research conducted by *Network World* among 3,000 subscribers in August, 91% of its readers reported helping family, friends and coworkers with advice or assistance in choosing, installing or troubleshooting home networks. Moreover, each reported helping an average of four people a month. "When you do the math, you find that our readers, 80% of whom also report having home networks themselves, are influencing a community of some 850,000 people with purchasing advice and operation issues," said **Keith Shaw**, senior editor, product testing.


THE EXPERT'S GUIDE TO THE CONNECTED HOME
NetworkLife
Wow them with 5 hot home net tools
• Be the go-to guy without going crazy
• 10 ways to stop spyware
Reviews
• Apple's AirPort Express
• Linksys' Network Storage Link
• HP's latest MediaCenter

So, to help their readers both exploit their own home networks as well as handle the barrage of requests for hands-on help and recommendations from less technical friends and family, *Network World* will launch a bimonthly magazine supplement to *Network World* called *Network Life: The Expert's Guide to the Connected Home*.

"*Network Life* will be a tool kit for network and IT experts, who, like doctors, are constantly being asked for their professional advice," said Shaw, who will serve as the publication's technology editor. "Rather than trying to educate the consumers, we will serve the network and IT experts —

continued on page 2

in brief newsworthy

And the calendar winners are...

Congratulations to the winners of the 20th annual IDG Employee Photo Calendar Contest! The competition was stiff with more than 250 photos in the running. For the first time, judging was opened up to all interested employees via an online voting process on IDG Central.

A group of 12 employees at IDG International Publishing Services in Boston whittled down the original pool of entries to their favorite 40. These 40 images were posted on IDG Central for two weeks and all employees were invited to cast their ballots.

The hands-down favorite in this year's competition was submitted by Computerworld's **Gary Anthes**. Second place goes to Network World's **Stephen Sauer** and third place goes to IDG Spain's **Fernando Cabello**.

Other winners are:

Kristinn Jon Arnarson, PC World Iceland
Robin Giang, IDC Asia/Pacific
Vu Duy Khanh, PC World Vietnam
Timur Faroukshin, IDC Russia
Thomas Heim, IDC U.S.
Harald Fragner, IDG Sweden
Faith Wardle, IDG U.K.
Todd Simms, PC World
Gary Beach, CXO Media

Calendars will be distributed to all employees worldwide in December. For those who can't wait to view the winning photos, both the 12 photos selected for the calendar as well as the 12 runners up are available on IDG Central.

If you do not have a password and login for the intranet, you may request one on the home page at www.idgcentral.com. WU

IDG Vietnam finds strong support in local market for ICT in Finance event

IDG Vietnam held its first annual ICT (information and communications technology) in Finance event in Hanoi Sept. 28-29, which brought in double the expected revenue thanks to 22 sponsors and more paid conference attendees than anticipated.

Sponsors included major firms such as Veritas, Oracle, HP, Cisco, EMC, IBM and Acer, among others, as well as local companies.

Co-hosted by the Vietnamese Finance Ministry's Department of Informatics and Statistics, the event focused on data storage, security and networking solutions. The visitors — 2,250 for the exhibition portion and 610 for the conference —learned about the current state of storage and security issues in Vietnam and how international companies deal with hackers and the effects of floods, fires and other disasters.

VIETNAM ICT in FINANCE 2004

IDG Vietnam held an ICT in Education event in March and is planning other vertical IT events, including the E-Government Symposium in December.

IDG's new publishing partner for *Computerworld Vietnam*, the Saigon Times Group, served as media sponsor for the conference.

Contact IDG Vietnam Managing Director ***Tam Le*** *at tam_le@idgvietnam.com.* WU

Network Life

continued from page 1

Toni Kistner *will serve as editor of the new publication and* ***Keith Shaw*** *will be technology editor.*

our readers — who themselves are home power users and who also influence these consumers," Shaw added.

Serving as editor of the new publication, which will debut Nov. 29, is **Toni Kistner.** Kistner, who has been with *Network World* for four years, most recently as managing editor, Net.worker, and Shaw, an eight-year IDG veteran, were among the editorial staff who first identified a need for a publication like *Network Life*.

"We were observing the industry and noticed that home networking was taking a more prominent role for consumers," Kistner said. "Home networks are becoming more than just connecting two computers together — the network is now the hub for all of the digital entertainment that is coming down the pike. Consumer electronics companies are all looking to add networking interfaces to their devices, and consumers are going to be confused about all of the connections."

To help advertisers better understand the editorial focus of the new publication as well as give them a sense of its look and feel, the Network World staff created an eight-page magachure for its sales staff that includes the publication's cover, table of contents, a letter from the editor, a sample article written by Shaw, an editorial calendar and statistics from various sources regarding the size of the home network market, its projected growth and the role of network and IT experts in influencing the IT purchasing decisions of friends and family.

Among the articles slated for the debut issue:
- How to be the go-to guy without going crazy — how to manage expectations without landing in the doghouse.
- 10 ways to stop spyware.
- Sweet things for your homenet — five new devices that will take advantage of that broadband.
- It's for you — VoIP is poised to save big bucks for the consumer and SOHO sectors.

Associate Publisher **Tom Davis** said the advertising community is very enthusiastic about *Network Life*. "We're carving out a new category, so we are in the process of educating this market about the importance of the concept of word-of-mouth recommendations and the influence of these Network IT Experts."

A companion Web site, www.nwfusion.com/networklife, will launch simultaneously with the new publication. To view the *Network Life* magachure, see this article on IDG Central. For more information, contact Toni Kistner at tkistner@nww.com or Keith Shaw at kshaw@nww.com. WU

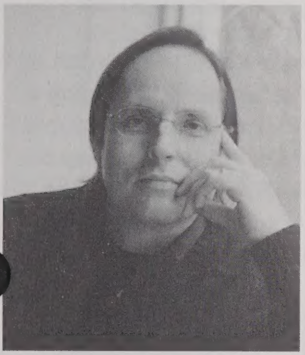
the interview

one on one

Gene Gable

The executive producer and founder of IDG World Expo's Context Conference is this week's guest columnist.

Gable has spent more than 25 years in publishing and graphic arts. He worked for IDG's Publish magazine from 1991 to 1999, first as an editor, then as publisher and president of the Integrated Media business unit. He then became president of Seybold Seminars and Publications, moving on in 2002 to write about and consult for the graphic arts industry. Reach him at gene_gable@idg.com.



Context at-a-glance

Overview A new IDG World Expo event designed to bring the together IT, marketing, and creative services groups within an organization to explore the technical, artistic and sociological ramifications of data-driven, opt-in publishing.

When Jan. 12-14, 2005

Where Moscone Center, San Francisco

Web site www.contextconference.com

IDG discounts IDG employees can attend Context at the discounted price of $300 (compared to $1,695 for other attendees)

Q What is Context all about?

A As both publishers and consumers of information, I'm sure everyone at IDG can appreciate that the issue is no longer how to get information out into the content marketplace. The challenge is how to speak to our readers and other information users as individuals — as unique consumers with unique needs. Context is designed to help companies communicate one-to-one with their customers, and to automate the process of publishing so that we no longer have to re-handle our content over and over again for each delivery medium.

Context will also address the shifting relationships between marketing communications and customers. We are increasingly moving to a regulated environment where information consumers control what comes into their world and when. Companies that don't make their marketing messages relevant will simply not get through. That's why we named this event Context: information by itself is less and less useful. It is only when you put it in context with other information and knowledge that it becomes valuable.

Q Can you briefly explain the three conference tracks (Opt-in, Pages, Creative Professional)?

A We are having three distinct conferences within the Context event in order to focus more specifically on job functions. But since one of our strong messages to the marketplace is that content challenges require a team approach within the enterprise, we are holding group sessions at the beginning and end of each day.

The Opt-In Conference is about intelligent marketing and how all this new technology can be used to target customers better with relevant marketing communications. This is really the heart of Context since I believe quite strongly that *all* communications are moving to an opt-in model, not just e-mail and other electronic communications. Most publishers don't want to admit it, but I believe the regulations we are now seeing against unsolicited e-mail and telecommunications will eventually be applied to print as well.

The Pages Conference is for IT and production managers who have to choose and implement technology that allows for better content management, automated publishing and multi-channel output. This will be the most technical conference at Context.

The Creativepro Conference is, to me, one of the more interesting elements of our program, mostly because the role of creativity and graphic design is really thrown for a loop when you automate the page-production process. Design professionals are no longer going to be handed an assortment of information at the end of the process and asked to structure it into pages. Instead, they are going to have to be involved at the beginning of the content lifecycle and anticipate various uses of that content down the road. It is both a threatening and exciting time for creative professionals.

Q What's Context's competition?

A Part of the reason we are launching Context is because we don't see any events that are bringing all of these groups together under one roof. I'd say our biggest competitor is the distrust and apprehension that companies have around the subject of content management. When the Web took over as the primary communication vehicle for most organizations, lots of money was spent trying to automate that process. Unfortunately, much of that money went to systems that are not effective or useful if you want to re-deploy that content for other uses. So many customers are leery of the large investments that on-demand publishing will require.

Q How have sponsors responded and what role will they play?

A It's always tough to get sponsors lined up for a new event, but the response has been very positive so far. The real value at Context for sponsors is in making close contact with leaders in the industry, and customers who are directly thinking about spending in this area. I've been told over and over again throughout the last few years that no one group is responsible for purchasing decisions in this area. Marketing departments are great influencers, even though they don't typically make the final technology choices. And graphic designers are the ones that have to work with all the various formats of information, so they are essential to the process. And of course IT will be the ones who implement the technology. So sponsors really need to demonstrate value to all three groups.

Q How can IDG business units be part of the Context experience?

A IDG is the perfect example of what Context is all about, and we hope lots of IDG folks will participate in this event. So many IDG businesses are doing interesting things with their intellectual property, and publications like *Network World* are leading the way

continued on page 7

Enterprise GPSC meeting

continued from page 1

Thibeault was very enthusiastic about prospects for her company's newest publication, *Network Life*, a bi-monthly supplement launching late next month that is being billed as "the ultimate resource for network IT experts driving home networking technology adoption," (see story page 1). *Network Life* will be a bridge between network IT experts and "the consumers who want 'the connected home' — their TVs networked, then their HVAC, then their lighting," she said.

IDG WORLD UPDATE

*At a breakout session focused on editorial issues, IDG News Service Editor-in-chief **Elizabeth Heichler** (second from left) led a panel of editors that included (from left): IDG Sweden Editor-in-chief **Lars Dahmen**, IDG Brazil Editorial Director **Sonia Penteado**, Network World Editor-in-chief **John Dix**, CIO Editor-in-chief **Abbie Lundberg** and Computerwoche Editor-in-chief **Christoph Witte**. The group fielded questions and suggestions on how to create and promote ancillary products, build online communities to stay close to readers, collaborate internationally on surveys (such as CXO Media's recent Global Security Survey; see IDG World Update, Sept. 13) and awards programs, and cope with such thorny issues as digital rights management, pressure from advertisers and competitors' integrity (or lack thereof).*

InfoWorld President and CEO **Kevin McKean** explained the workings of the recently launched InfoWorld Product Guide, which offers online data and expert reviews on enterprise-level products (see *IDG World Update*, Sept. 27). **Mark Jones**, deputy managing director of IDG Australia (and GPSC meeting organizer), spoke on how Web logs can be successfully used as marketing tools for a publication by encouraging online conversations between editors and readers. With editorially driven, first-person writing (and reader responses) driving traffic to the publication's site and potentially influencing product buyers, blogs can strengthen a publication's core audience while reaching readers, as other blogs link to the publication's blogs.

CXO Media CIO **Mark Hall** provided attendees with an update on his company's CIO Executive Council, a member-governed, peer-to-peer global organization of CIOs eager to discuss, question and seek guidance on the issues they face, such as vendor and workforce relations and IT strategy and leadership. Member CIOs come from across many vertical markets, including financial services, health care, education, retail and biopharmaceuticals.

"Only IDG has the global reach and operational efficiencies" to make the council possible, Hall said, adding that 155 CIOs joined in the first six months of the council's existence. Revenue comes solely from the members of the council, which allows no sponsors or vendor CIOs as members.

Three speakers described their companies' success in addressing niche audiences with targeted information sources. *Computerwoche's* **Christoph Witte** spoke on *Computerwoche-Fokus-Mittelstand*, which targets mid-size German-speaking companies with 10 to 999 employees and less than a billion Euros in annual revenue. Launched in 2002 with four to six issues yearly, *Fokus-Mittelstand* has a controlled circulation of 55,000. "It uses a common language — not IT's language — and takes a user perspective to give IT users who don't have a voice in *Computerwoche* a platform to improve their IT awareness and better align it with their business strategies," Witte said.

Looking at the larger governmental market, which accounts for 15% of all IT expenditures in Canada, **Fawn Annan**, group publisher, Government Division, IT World Canada, spoke on "E-Government" — using IT to promote more efficient, effective, accountable government by improving delivery of public services and access to information at the federal, state and municipal levels.

"Government is big business and a niche worth pursuing," Annan said. She recommended building a platform of strategic communications, both publications and events, that establishes a community of those interested in e-government, chronicles the leading players, activities, problems and progress, and builds alliances that strengthen the e-government vision.

A niche that CXO Media is pursuing is that of chief marketing officer, a title, according to CXO Media President and CEO **Walter Manninen**, that, until CXO Media stepped in, had no targeted publications at a time when marketing spending is on the upswing. Looking to raise the profile of the marketing profession in general and CMOs in particular, CXO Media launched *CMO* in August (see *IDG World Update*, Sept. 13) with a 68-page issue with 23 ad pages, many bought by non-endemic companies such as hotels, auto makers, golf resorts and winemakers (with ad commitments of $754,000 going forward that are 33% of plan).

The second day of the GPSC meeting started with a presentation on the impact of the Internet on business-to-business media by IDG CEO **Pat Kenealy**. "The beginning of the Internet is over," he said. "It is today's current medium — 82% of the U.S. has Internet access; 44% of Japan, and 42% of Germany." These statistics are noted by the traditional advertiser community, which is beginning to use the Internet more as dot-com advertisers have dropped away. While U.S. IT advertisers still value print media, he said, advertisers' priorities are changing, with 77% believing that online advertising is important.

"We must include online in our market share measurements," Kenealy said. "There is more opportu-

continued on next page

Great expectations

IDG Chairman **Pat McGovern** had the following predictions for IDG in the year 2020:

- User-based revenue — currently 35% of IDG's corporate revenue — will rise to 75%.
- IDG will offer 1,200 yearly expos and conferences in 110 countries and 6,000 web conferences.
- Currently accounting for 13% of IDG's total ad sales revenue, online ad sales will make up 80%.

October 18, 2004

Analytics & Audience Development Specialist (CWI)

Computerworld.com has an exciting opportunity for an experienced web analytics and audience development professional. In this newly created position, you will be responsible for tracking and researching online users' behavior patterns in order to create solutions that increase page views and visit length. This role will also be the project manager for the implementation of audience development efforts. This includes the development of marketing campaigns, email co-registration campaign, and search engine marketing efforts among others. Candidates should have 2 years experience in online audience development and in analyzing web metrics. Strong communication skills and a bachelor's degree are also required. Prior experience with specific web analytics tools is a plus. ***Location: Framingham, MA***

Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Senior Web Producer, Computerworld.com (CWI)

Computerworld.com has an exciting opportunity for a seasoned web producer to join the team! The person in this critical role will be responsible for effective project management of all things related to the online business. Working closely with the VP/GM Computerworld.com, you will manage the technical resources and map them to the business needs of the group. Candidates should bring 5+ years of technical background in web architecture design and development and the ability to manage technical professionals with an eye toward business results. This position requires a business aptitude and very strong project management skills. This is an ideal role for a technical person who has a desire to expand into the business side of a successful website. Other requirements include prior experience managing technical staff, ability to map action to overarching business goals and very strong communication skills. BA/BS required. ***Location: Framingham, MA***

Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Client Service Representative (IDC)

IDC is looking for a Client Service Representative to work closely with the sales force and IDC's Enterprise Sector Accounts customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Client Services Representative will be responsible for supporting IDC's Enterprise Sector Accounts external and internal customers with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing key customer service support to Key clients, Enterprise Sector sales and marketing staff. Including customer satisfaction, creating reports, inputting orders, assisting the sales team members and collaborating with analysts. Please visit idc.com for more details. ***Location: San Mateo, CA***

Contact: Email: idc_jobs@idc.com

Research Director, Server Research Program (IDC)

IDC's Server Research Program, recognized as the industry standard for understanding the server market and forecasting trends, is looking for a research director to manage complex primary research projects designed to understand end-user technology trends. The successful candidate will be expected to develop a key role in consulting engagements with leading IT providers, defining the market and identifying revenue growth opportunities for IDC's Worldwide client base. In addition, the individual will be responsible for conducting, producing and presenting market research, building relationships with clients, engaging in client-centric business consulting and contributing to future development and growth of the program through activities in the areas of sales and research planning. Candidates must have strong business development, communication and analytical skills and be able to manage relationships with marketing and sales execs in vendor organizations. The individual will also be deemed responsible to increase IDC's server research product exposure and coverage around the world and actively participate in delivering, promoting, marketing, and selling the overall suite of IDC server solutions products. Candidates should have a minimum of 12 years of server industry experience or industry market research experience and be comfortable engaging in consulting initiatives such as creating market models, forecasts, and writing position papers; preparing annual and ongoing industry thought leadership research; and mentoring colleagues in this area of expertise. Please see idc.com for a full description. ***Location: Framingham, MA***

Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Research Analyst – Quantitative Research (IDC)

IDC's Quantitative Research Group (QRG) is seeking a motivated, self-sufficient Research Analyst to manage demand-side research surveys. This individual will be part of a small, fast-paced collaborative team that conducts primary market research that assists IDC analysts in building better forecasts and more credible research deliverables. QRG partners with analysts to launch demand-side research studies and develop models that provide foundation data, promote consistency and leverage demand-side research across IDC worldwide. As an IDC/QRG Research Analyst, this individual will be responsible for research design, web survey programming, SPSS syntax development, data checking and survey project management. This analyst will be expected to collaborate with other IDC analysts, taking their research concepts and translating them into a survey methodology that meets budget and analysis expectations. This individual will be expected to handle an individual workload while also collaborating on major projects. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Research Director, Storage Equipment (IDC)

IDC's Pricing and Leasing Evaluation Services cover competitive pricing data for the major hardware markets in the IT space including PC, server, peripherals, enterprise storage, and networking both domestically and internationally. This group is seeking a Research Director to be the lead analyst following the market for storage equipment with a focus on the analysis of new market pricing and resale values for specific brands and model of this type of equipment. In order to gain pricing estimates and competitive intelligence information, the candidate will develop relationships with brokers and retailers of new and used storage equipment, perform primary research, analyze data and prepare written research in the form of studies, reports, bulletins, and e-flashes.
Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Research Manager, Software as a Service (IDC)

The Software Business Strategies group is seeking a dynamic individual with experience and knowledge about software delivery. The individual in this role will provide solid market research and analysis on the software as a service and software on demand market opportunity, and contribute as an integral member of the software business strategies team. Responsibilities include primary and secondary research with regards to how software delivery models such as software as a service and on-demand drive the business practices of technology companies; analyze demand for new software delivery models across business functions and vertical industries; assist in developing and maintaining a research agenda in support of client's business and R&D efforts; develop qualitative and quantitative research reports on technology and IT drivers with in the industry and develop and manage long-term relationships with assigned clients. In addition, the individual will contribute to building the reputation and revenues of the program through business development and sales activities. This position is a public role with many client-facing and industry-facing responsibilities. For more details, please visit idc.com.
Location: Framingham, MA
Contact: Email: idc_jobs@idc.com

Senior Research Analyst, Consumer Banking and Credit (IDC)

Financial Insights is seeking a senior member to join its internationally-recognized Consumer Banking & Credit research team. The Senior Research Analyst position at Financial Insights is responsible for significant contributions to overall course and direction for a research service area. This is a relatively public role with many client-facing and industry-facing responsibilities, but with primary responsibility for producing the research product. Maintaining financial industry and technology knowledge is key to the success of the role. The Senior Research Analyst also maintains responsibility for building the reputation and the revenues of the services within their domain and is heavily involved in completing consulting and customer research projects. Additional responsibilities include developing the research agenda, conducting primary research in the marketplace, writing research reports, helping with marketing activities to raise industry visibility, providing sales support, and acting as an advisor to clients. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Regional Sales Manager (MAC)

Mac Publishing has an exciting opportunity for an experienced regional sales manager based in the SF area. Key responsibilities include new business development while maintaining strong relationships with a large active account base. Candidates must have at least 5 years of ad sales experience, ideally in the tech space, and a proven sales track record. Candidates must possess excellent communication, presentation and organizational skills and have a great reputation with advertising decision-makers. This position requires extensive travel to So. California and the Pacific Northwest. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Travel Agent – VIP/Group (TRV)

International Data Group's Corporate Travel department has an immediate need for a full time VIP/Group Travel Agent with 2 years minimum experience specializing in Sabre GDS. Responsibilities include assisting clients with all aspects of their travel and housing needs including reservations and accommodations for domestic, international, and event-based travel. Knowledge in all areas of travel including: destination knowledge, pricing, and hotel and airline computer reservation system proficiency is required. Candidates will have strong customer service and time management skills, be able to multi-task and prioritize in a fast paced environment, and communicate with all levels of clientele in person and on the phone. Proficiency with the Internet and Microsoft applications required, experience in international travel a plus. ***Location: Framingham, MA***
Contact: J. McKaughan, Fax: 508-935-4600, Email: jljobs@idg.com

Tech watch

After a market boom and bust often comes a period of long-term growth and product exploitation, said IDC SVP and Chief Research Officer **John Gantz** at the Enterprise Global Product Support Center Meeting. He gave attendees his thoughts on where the IT market was heading in the next few years. With consumers expected to drive the IT market, he predicted the following for the near future:

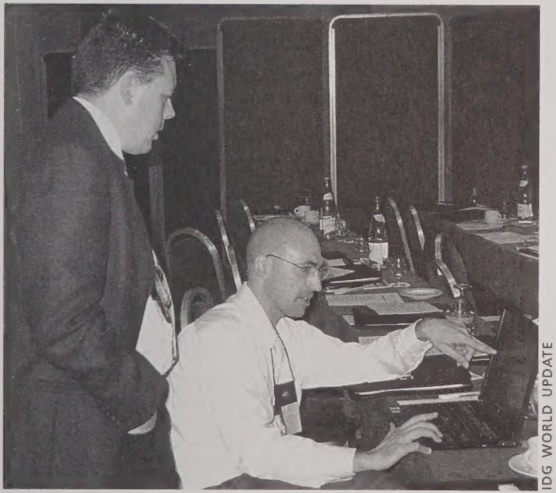
- Sales of camera phones will outstrip those of digital cameras.
- DVD recorder sales will top sales of DVD players.
- Vendors will soon have a larger presence in the consumer electronics arena.
- As their performance improves look for growth of connected wireless networks.
- The Internet will see 60% more users by 2007, fueled largely by mobile users.
- Voice Over IP use will double in two years.

continued from previous page

nity than danger in the online world. We must accept the reality of change online because that is where our readers' and advertisers' attention is going. We are brand managers and the reliability of our content brings buyers and sellers together."

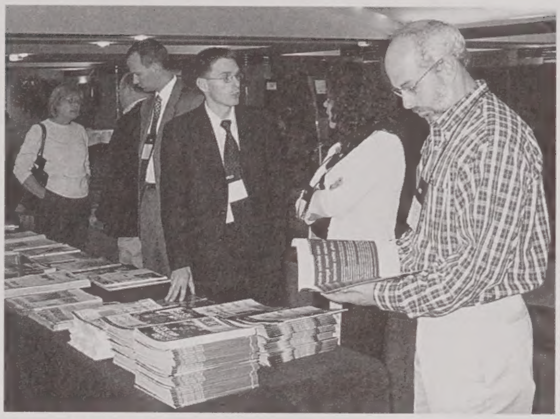
Other speakers included the following:

- *CIO* Editor-in-chief **Abbie Lundberg**, who discussed the State of the Global CIO, one that is "not stable, but in flux," with some companies viewing IT as a commodity or support function and others seeing it as a valuable advantage, and the gap between the two widening. CIOs must run IT as a business and institutionalize practices to make IT more effective, she said, and stiff competition from outside providers will be ultimately positive.
- **Linda Kennedy**, president of IDG Australia's Enterprise division, spoke on how *Computerworld* and *CIO Australia* have undergone "constant reinvention and improvement," spreading their brands through a growing number of integrated conferences and brand extensions, such as *CIO Government*, *CIO Connected* and *CSO Online*, and *Computerworld*'s buyers' guides, case studies and client custom publishing and conference consulting, all with no loss of profits. "Reinvent yourself as a disruptive innovator in your market," she said. "The more things change, the more we can succeed."
- Audience acquisition was IT World Canada President **Andy White**'s subject, one in which the group's controlled circulation databases play the most effective strategic role. "As long as you own the readers," he said, "it doesn't matter how you deliver the information to them — print, online or conferences." Know your readers' specific interests, he advised, and you'll guarantee a more qualified event audience to vendors, develop better relationships with key readers and reduce the amount of e-marketing necessary.



IDG Australia Deputy Managing Director ***Mark Jones,*** *seen here looking over the shoulder of InfoWorld General Manager and VP Online* ***Matt McAlister,*** *said he was impressed by the "healthy representation" from every part of the world where IDG operates. "One of the great strengths of this year's meeting was the diversity of attendees from across the editorial and sales spectrum," he said.*

A panel on Online Trends in the Enterprise, moderated by **Matt McAlister**, InfoWorld general manager and VP Online, gave attendees a chance to listen to and ask questions of four IDG online pros —**Martha Connors**, Computerworld.com VP and general manager; **Kit Gould**, IDG U.K. managing director; IDG Australia's Jones; and **Dirk Limburg**, director of sales and online strategy at IDG Germany's tecChannel.



Network World Editor-in-chief ***John Dix*** *(right) checks out a display of international IDG publications.*

Some of their recommendations follow:

- Journalism must remain the core focus of online, the panel said, but treating news as a commodity alone will deflate a site's overall editorial integrity.
- Sales teams can and should sell combined packages of print/online with events.
- Don't build a new online product, such as an e-newsletter, without an exclusive sponsor.
- Readers get much of their information from colleagues, then vendors, and then IT sites. More than 70% of site visits start at an article page.
- In developing an audience, sites should balance the need for more traffic with registered, quality readers.
- Areas to investigate include recruitment revenue and sponsored areas of interest around which a reader community can be built.

Organized by IDG Australia Managing Director **Don Kennedy**, **Linda Kennedy** and **Mark Jones**, the meeting garnered rave reviews. "Instant ROI!" Evilee Thibeault said. "I cannot remember when I have enjoyed and taken so much away from a GPSC meeting. I learned so many new things and met and bonded with some wonderful people doing extraordinary programs that will become part of the Network World U.S. portfolio shortly."

F. Y. Teng, IDG Singapore communications director, said he and his team got "more than we expected" from the meeting. He said they went to Paris to do two things: get some of the best ideas from some of IDG's best people, and see how they can better work with their parent and sister titles and other properties. "We were more than impressed by what we gathered from all the presentations," Teng said. "And we managed to establish contact with our counterparts across the world and are closer to global collaboration on IDG projects than ever before."

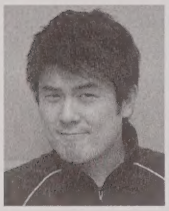
Contact Mark Jones at mark_jones@idg.com.au. Presentations are in the IDG Global Meetings section of IDG Central or at http://gpsc.idg.com.au/. WU

noteworthy people

Witchel

Shuman

MICHELE NELSON



Hu

Garcia

Sylvester

Promotions

IT Careers Regional Manager **Laura Wilkinson**, who works in the Chicago area, has been promoted to director of sales. "Laura has shown a high degree of dedication to IT Careers and the IT recruitment marketplace," said IT Careers Vice President **Nancy Percival**. "She has gained the respect of the entire IT Careers staff and is fully capable of helping to lead our sales efforts into a critical, yet exciting 2005 and beyond."
laura_wilkinson@itcareers.net

New employees

PC World has hired **Brian Witchel** as an audience development coordinator. Previously a freelance writer and marketing producer, he has also worked for YadaYada and Oxygen Media. A graduate of Tulane University in New Orleans with a B.A. in Spanish, he enjoys tennis, hiking and softball and raising his 2-year-old daughter Isabel. He recently owned and operated a beachfront bar and restaurant in Costa Rica and completed his first ("and only!") marathon in New York City.
brian_witchel@pcworld.com

Previously a freelance writer with *GamePro*, **Sidney Shuman** comes on board full time as an assistant editor. He graduated from Millersville University in Millersville, Pa., with a B.S. in communications with a public relations focus. He enjoys music, movies and reading and recently made a "fairly seamless coast-to-coast move in three whirlwind days."
sshuman@gamepro.com

A recent graduate of San Francisco's Academy of Art University with a degree in graphic design, **George Hu** joins *GamePro* as a designer. He recently built a 30-page Web site for a small company, and in his free time he enjoys movies, illustrating "and of course video games."
ghu@gamepro.com

Consultant **Victor Espinosa** comes to IDC Mexico from URS-Dames & Moore Mexico, where he worked as a project engineer in the energy sector. He holds a B.A. in electronic and communications engineering from the Instituto Tecnológico de Estudios Superiores de Monterrey and an M.A. in mobile communications from Bachelor in Aalborg Universitet. He is currently a scholarship international M.B.A. student at The Garvin School of International Management in Phoenix and Instituto Tecnologico de Estudios Superiores de Monterrey. Away from the office and his studies, he enjoys spelunking and camping.
vespinosa@idc.com

Adriana Garcia is also a new consultant at IDC Mexico. She previously worked at Nivel Mime Promocions, S.L. in Barcelona, Spain where she was responsible for such administrative issues as customs tax payments and merchandise transportation and logistics. She earned an M.A. in information technologies and communication law from the Universitat Ramon Llul in Barcelona and a summa cum laude law degree from the Universidad La Salle A.C. in Mexico City. She enjoys spending time with her family, reading and tennis.
agarcia@idc.com

IdaRose Sylvester has joined IDC's San Mateo, Calif., office as a senior research analyst in the Consumer Semiconductors group. Most recently a strategy consultant in the IT field, she has also been a strategic markeing manager for a global semiconductor startup and also worked at Dataquest as an industry analyst. IdaRose has a B.S. in public policy from the University of California/Berkeley and an M.B.A. from Babson College in Wellesley, Mass. A new bride, she enjoys hiking, yoga, dance, crafting and her "precious herd of four cats."
irsylvester@idc.com

Previously a display sales executive with the Trinity Mirror Group, **Steven Wakeling** now holds a similar title with Macworld U.K. He holds a B.A. with honors in business studies from Northumbria University in Newcastle and enjoys basketball and football.
stevenw@macworld.co.uk

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

Storage Networking World Fall 2004
A Computerworld event
Oct. 25-28
Orlando, Fla.
www.snwusa.com

LinuxWorld Conference & Expo
Oct. 26-28
Frankfurt, Germany
www.linuxworldexpo.de

Network Security Forum 2004
Oct. 28-29
Gaienmae, Tokyo
www.idg.co.jp/english/expo/index.html

IDC Enterprise Forum
Nov. 4
San Jose, Calif.
www.idc.com

IDG U.S. Managers Meeting
Nov. 8-9
San Francisco
Contact: Carole Dean
carole_dean@idg.com

WinSEC 2004
An IDG World Expo event
Nov. 15
Minneapolis, Minn.
www.winsec2004.com

WinSEC 2004
An IDG World Expo event
Nov. 18
Arlington, Va.
www.winsec2004.com

Mobility Conference 2004 UK
Nov. 23
London
www.idc.com/getdoc.jsp?containerId=IDC_P7989

Macworld Conference & Expo
An IDG World Expo event
Jan. 10-14
San Francisco
www.macworldexpo.com

Context
An IDG World Expo event
Jan. 12-14
San Francisco
www.contextconference.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Lloyd Cohen *IDC*

23
Lucienne Bosser *IDG France*

21
Karin Wirth-Wernitz *IDG Germany*

20
Nadine Gogibus-Pahus *IDG France*

15
Karen Rokkedahl *IDG Denmark*

14
Duane Hampson *PC World*

13
Glenys Mercado *IDG*
Steve Pelosi *IDG*

12
Joseph Loiselle *IDC*

11
Carolyn Johnson *CXO Media*
Kent Persson *IDG Sweden*

10
Sharon Stearns *Network World*
Gabriele Heilmann *IDG Germany*

8
Amy Bonner *IDG List Services*

7
Emma Kudokas *IDG Poland*
Masaaki Moriyama *IDC Japan*

6
Philippe Saul *IDG France*
Ellen Morey *CXO Media*
James Eibisch *IDC U.K.*

5
Eugene Demaitre *Computerworld*
Ron Bettencourt *CXO Media*
Elizabeth Price *Network World*
Romolo Pusceddu *IDC Benelux*
Jeff Spitzer *IDG Entertainment*

4
Yolanda Sanchez *IDG Spain*
Per Danielsson *IDG Sweden*
Thomas Fitzptrick *IDC*
Akemi Mizuhashi *IDG Japan*

3
Anders Berglund *IDG Sweden*
Malin Lennen *IDG Sweden*
Phil Sargeant *IDC U.K.*
Roosman Fajar *IDC Indonesia*
Bob Francis *InfoWorld*
Jessica Dryden-Cook *IDG Entertainment*

2
Emiliano Brunetti *IDG Italy*
Erik Hofslagare *IDG Sweden*

1
Carole Dean *IDG*
Guillermo Palou *IDG Spain*
Anthony Servideo *CXO Media*
Magnus Andersson *IDG Sweden*
Tommy Cheung *IT World Canada*
Fariha Yusoff *IDC Malaysia*
Melissa Webster *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

World Update is available via PDF

To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

One on one

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on the Web with new innovative technology. We're offering an at-cost way for anyone at IDG to attend Context, and I encourage everyone interested to contact me for more information or with ideas for the event.

What IDG and other commercial publishers need to do better is to tie their print, electronic and online publishing efforts together more effectively and to start putting the vast amount of data we collect about our customers and our markets to use. Today when I look at some of the innovation around the company in Web publishing, I am very impressed. But try to print from many of these Web site efforts and things fall apart and the brand image and quality goes down. We need to protect the quality and presentation of our brands, no matter what our readers and customers choose to do with our information.

Q What are your expectations for Context and, if it's successful, what's to come going forward?

A We have pretty high goals for Context the first time out, and we're aggressively pursuing them. If we are successful, we want to expand the reach of Context and our other new brands to additional geographic areas — especially internationally. The challenges of automated content deployment are universal, and we've already had discussions with IDG business units around the globe about Context events in their markets.

It's important to add that one of the biggest challenges in publishing today is to internationalize content. The Web has broken down geographic borders, and so we'll be discussing things at Context like multi-lingual publishing and design.

Q How has your Seybold Seminars experience helped you in this new World Expo venture, and how does it feel to be back at IDG?

A Being back at IDG is terrific. The only reason I left at all was because **Pat McGovern** taught me that being close to your market was the most important element of success. So when the chance to run Seybold Seminars and Publications came up, as someone committed to the graphic arts and publishing marketplaces, I simply had to do that. But the entire time I was there, I wished that it was an IDG business unit! On returning to IDG it was so great to see so many familiar faces and to know that during the incredible carnage of the tech bust, IDG held on to its core values and intellectual assets.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy,** will be passed along anonymously. Write to world_update@idg.com.*

celebrating 10!

Name
Shi Mengqi

Home
Beijing

Joined IDG
June 1992

Career path
1992-1994, Art Editor, *New Products World*, which later became *Telecom World*, and *Electronic Engineering and Product World*. 1994-present, Art Editor, *Telecom World*.

What's kept you at IDG for 10 years?
I've always had an interesting job, and it provides a stable income.

Moment at work you will never forget
When the computer was first introduced in our department in 1994. It took me a long time to learn how to design the layout with a PC instead of hands on paper.

Interests outside the office
Music, photography, traveling by driving my own car.

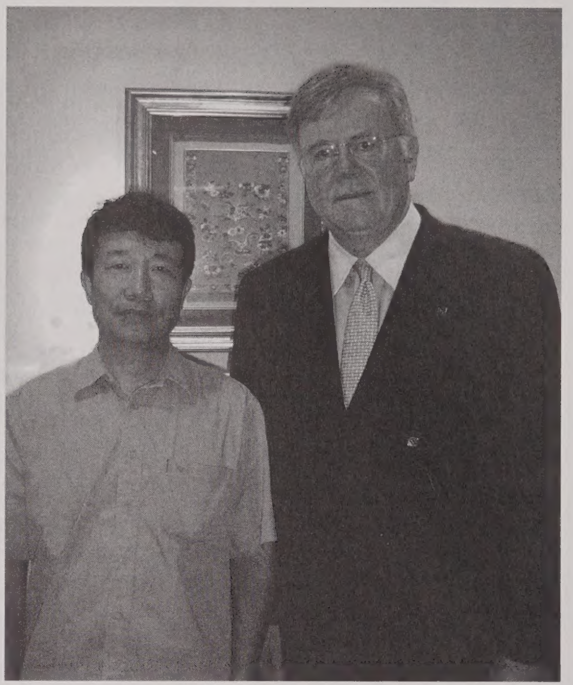
Family
My wife Zhou Yuling and my 22-year-old daughter Shi Zhenzhen.

What talent do you wish you had that you don't have?
To read and speak fluent English.

What did you want to become when you were a kid?
A scientist.

First Job
Accountant at a bank.

One possession you'd grab if your house were on fire?
My bankbook.



Telecom World China's ***Shi Mengqi*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a celebration honoring his 10 years of service to the company.*

If you won the lottery tomorrow, you would
Travel around the world.

Favorite vacation spot
Any place where there are few people.

Favorite movie
Koyaanisqatsi

Your idea of a perfect day alone?
Listening to music and seeing a movie.

Manager's Profile
"Shi Mengqi is the most experienced member of our team. He has many talents, including fine arts and photography, and he likes to watch ballet dancing. He is very committed to being a spiritual person."
— *Jiang Yanqing, publisher, Telecom World*

10 years ago at IDG...

- **IDG Brazil** produces the official show daily — a 16-page tabloid — for the first Comdex Brazil, an event that was formerly known as Sucesu-SP. *(IDG World Update, Oct. 24, 1994)*
- **IDG World Expo** holds the first Information Superhighway Summit in San Jose, Calif. The 300 attendees include representatives from Fortune 500 companies, universities, banks, telephone and cable companies who came to learn about developments related to the evolution of the National Information Infrastructure. Speakers include InfoWorld Editor-in-chief Stewart Alsop and InfoWorld Executive Correspondent and IDG VP/Technology Bob Metcalfe . *(IDG World Update, Oct. 31, 1994)*
- **IDG's publishing partner in Ireland** launches PC Live! to extend its reach to the small office/home office market.
- In a move that is widely expected by IDG executives as good news for IDG, Ziff-Davis last month announced that the investment firm Fortstmann Little & Co. has agreed to purchase the company's publication and research operations for $1.4 billion in cash. *(IDG World Update, Nov. 7, 1994)*
- On Oct. 10, **IDG Hungary** rolled out a CD-ROM magazine that is the first of its kind in the country and possibly the region. *ABCD CD-ROM* magazine goes beyond computer professionals to include business people and general users interested in multimedia and the arts.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Alfredo Curiel *IDC Mexico*
TerryAnn Croci *Network World*
Karen Ren *IDG China*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IDG WorldUpdate

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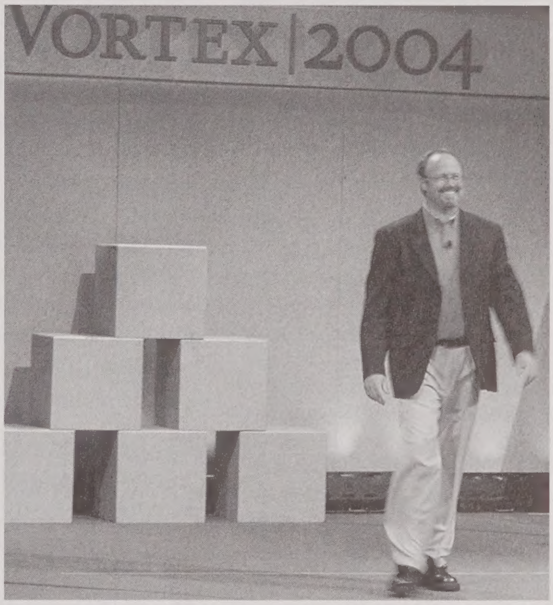
Vortex shines spotlight on IT issues, opportunities

Expanded focus reflects networking's growing influence across enterprise IT

Services-oriented applications...the state of U.S. innovation...the future of enterprise software. These were just some of the topics of discussion at the seventh annual Vortex conference. Held earlier this month in Santa Barbara, Calif., the conference brought together more than 230 of the US$1 trillion enterprise IT industry's brightest lights and best minds to, as the tagline said, "set the IT agenda" for the coming year. Network World's Events and Executive Forums teams organized the conference.

VORTEX|2004
SETTING THE IT AGENDA

"Vortex aims to help the top buyers and sellers understand where the market is going, what the opportunities are and what issues need to be resolved," said Network World President & Editorial Director **John Gallant**, now in his third year as Vortex executive producer. He said he has expanded Vortex's focus beyond its original network focus to encompass the entire IT industry, "partly because of the void left by our Agenda conference, which hasn't run since 2002, but mainly because networking is driving change across enterprise IT."


*Network World President **John Gallant** is now in his third year as executive producer of Vortex.*

Among those on the Vortex stage were senior executives from Oracle, IBM, SAP, EMC, Cisco,

continued on page 4

This week on IDG Central

Meet your colleague

It's not easy being a long-distance baseball fan, but IDG Poland's **Krzysztof Frydrychowicz** is doing everything he can to support the Boston Red Sox in their drive for a World Series title.

IDG calendar winners

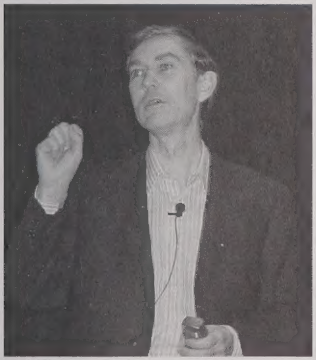
See a preview of the 12 winners and 12 runners-up in the 2005 Photo Calendar Contest.

Best Practices Exchange

Ideas for generating online revenue, targeting new markets, and more.

IDG's intranet is at www.idgcentral.com.

IDC holds 12th Global Research Advisory Council meeting


*IDC President & CEO **Kirk Campbell** delivers the "State of IDC" address to a group of 120 global clients.*

Being customer-driven is not only a mantra at IDC, it is the way the company has been able to deliver greater value to clients and gain market share from competitors. This month, IDC held its 12th annual Global Research Advisory Council (GRAC) meeting. The two-day GRAC, consisting of IDC's largest clients around the world, convenes to discuss IDC's initiatives for the upcoming year and to give feedback on existing products and services. This year's meeting, held at the Ritz-Carlton Hotel in Lake Las Vegas, Nev., had a record 120 clients in attendance. More than one-quarter of them were from outside the U.S.

IDC is the only IT market advisory company that has a client advisory council. "This is just an example of listening to our customers," said IDC President & CEO **Kirk Campbell**. "By asking our customers to tell us how to make our services more valuable to them, we've been able to gain market share through the last recession and emerge as the premier provider of market research."

Campbell opened the meeting with a "State of IDC" address, highlighting accomplishments on issues raised by clients last year. In one example, access to the IDC Web site was slow in a few countries. Today, a third-party benchmarking company finds IDG's Web site to be dramatically faster than competitors' sites. Campbell also presented new initiatives for 2005 such as:

- 20 Vertical Views research programs that provide cross-industry analysis and segmentation across a wide range of vertical sectors.

continued on page 5

CIO
CONFERENCE 2004
THE REALTIME CIO

IDC Australia Analyst ***Peter Hind*** *one of 23 speakers at CIO New Zealand's conference last month, said there's a certain level of reinvestment in IT by commercial organizations in Australia that's absent in New Zealand. Kiwi companies are holding onto their IT equipment longer, he noted. Hind warned more vendors could withdraw from the market if that trend continues; Accenture recently began servicing its New Zealand customers from Australia. Hind said the government could help stimulate the IT market by ramping up its own IT projects such as biometric passports and interdepartmental integration through portals.*

IDG New Zealand conference focuses on "Real-time CIO"

According to IDC Australia Analyst **Peter Hind**, who spoke at IDG New Zealand's CIO Conference last month, New Zealand's IT market is in a bit of a stagnant period. Nonetheless, IDG New Zealand's events group produced a nicely profitable two-day event that elicited much enthusiasm from corporate sponsors and attendees.

More than 120 CIOs and other high-level IT and business decision makers attended the fifth annual conference, which this year carried the tag line "The Real-time CIO." According to CIO Business Manager & IDG Events Manager **Darrell Denney**, "real-time" refers to being able to respond quickly to changing business needs through the use of computer systems that offer instant, detailed feedback.

The conference explored, among other topics, VoIP, supply chain management in real time, RFIDs and electronic payment processing. Denney said his group was very pleased with the turnout, with more than 10% of New Zealand's relatively small CIO community in attendance.

IDG New Zealand's events group focused on reinforcing the market-leading status of *CIO*'s annual event in the local market and gave the event a new look, which included holding it at a brand-new venue, the SKYCITY Auckland Convention Center. This year's event was a full two days with two concurrent speaker tracks rather than 1 ½ days with separate speaker and vendor streams.

IDG New Zealand Events Coordinator ***Sue McIntosh*** *and CIO Business Manager & IDG Events Manager* ***Darrell Denney*** *await attendees at the registration booth.*

Almost all of the 10 corporate sponsors have indicated their intentions to renew their option for the 2005 event; nine other companies are on a waiting list. Sponsors received a furnished corporate hosting area, complementary passes for their top clients, speaking opportunities and an option to include white papers and other collateral in the delegate kits. Following the conference, all attendees received a CD-ROM containing copies of all presentations, a contact list of attendees and sponsors' white papers and other collateral.

Write to darrell_denney@idg.co.nz. WU

CW Danmark remakes Top 100 event into lucrative venture

Since 1995, *Computerworld Danmark* has tracked the performance of Danish IT companies in the annual *Computerworld Top 100* special edition. Last month the company organized a gala honoring the best-performing companies that was bigger and better than any of its predecesors, attracting more than 350 high-ranking attendees from Denmark's IT industry and a line-up of prominent speakers.

The event was marketed under a new name — the Danish Sovereign Prize — and recognized top performers in 16 different categories. Just one overall winner was honored last year. The event was a significant revenue producer for the first time, thanks to the addition of sponsors and three times the number of paid attendees as last year (at $150 per person). Honored companies could bring three guests for free. The seven sponsors — which could not be among the honorees — received front-row tables, 10 guest tickets and their logos on event advertising.

(L-R): Computerworld Danmark Editor-in-chief ***Arne Steinmark****, Omada CEO Morten Boel Sigurdsson and IDG Denmark Managing Director* ***Søren Queitsch.***

IDG Denmark Managing Director **Søren Queitsch** said past Top 100 events were primarily for advertisers, while this one targeted users, who had not had much of a chance to mingle since the boom times of 2000-01. "We played this up in the marketing, and there was no grumbling about paid attendance. In fact, we got a lot of credit for taking this to a higher level."

While it still uses the Top 100 name, the 2004 publication measured the 300 biggest IT companies in the country, 50 more than last year, by year-over-year profit, revenue growth, return on assets and profit per employee. The issue ran 172 pages with 58 ad pages, slightly higher than in 2003.

Queitsch said the publication "has a lot of credibility," as it is the country's only annual sourcebook on the IT industry and is created in conjunction with three well-regarded Danish institutions. As proof of the publication's influence, the overall winner, SAP specialist Omada, was named "Entrepreneur of the Year" by the Danish government a week after the IDG event.

Write to s.queitsch@idg.dk. WU

one on one the interview

Fawn Annan

The general manager & publisher of IT World Canada's Government Division is this week's guest columnist. Reach her at fannan@itworldcanada.com.

> *"Last year, we gained 14% [marketshare] because our content is simply more compelling."*

IT World Canada Government Division at-a-glance

Location Toronto, Ontario, Canada

No. of employees One editor, one assistant editor, two sales staff, one publisher. All other services are shared internally or contracted.

Founded Officially two years ago. Unofficially we have been working in this sector since 1997.

Web site www.itworldcanada.com

Products One publication: *CIO Government Review* Events: Executive retreats for e-government and e-health; provincially owned trade show called Showcase Ontario; myriad executive breakfasts, e-government awards program and customized events.

Q Describe IT World Canada's CIO Government Division and its work.

A In Canada we have two divisions: The enterprise and government. The government division is set up to work with and develop executive and senior management programs for all levels of government. The government umbrella brand is *CIO Government Review,* which remains the voice for e-government in Canada. Underneath the overall brand and publication is our online property; events; *CIO Government Review* brand extensions such as customized research projects for government or joint industry/vendor projects; strategic communications that cover the gamut from media training to customizing and facilitating media solutions for departments/ministries.

Q What is *CIO Government Review*?

A *CIO Government Review* is published 10 times per year with additional supplements as opportunities arise. It addresses the executive and senior e-practitioner within Canada's three levels of government: Federal, Provincial and Municipal. Its readership comprises 15% CIO/senior IT managers; 70% senior and executive program/business managers; 15% executive/legislative staff (including politicians).

Q Why is it *CIO* vs. *Computerworld Government Review*?

A CIO best describes an executive audience and though most of our readership does not have a CIO title, all of our readership needs to function or interact and leverage the CIO within their ministries/departments to accomplish the program initiatives required by both internal and external stakeholders.

Q Do you face competitors, who are they and how does your publication stack up?

A Yes, we face competitors. The most closely watched is *Technology in Government* that is published by one of the largest publishers in Canada, Transcontinental. Our competitor's publication was established eight years earlier than *CIO Government Review* and had the lion's share of business. Each year our publication has gained more market share, and today we are head-to-head. Last year, we gained 14% because our content is simply more compelling. We also saw our competitors take a new editorial slant on e-government.

Q How do you define e-government? How can it be a global economic driver?

A E-government is about new information communication technologies (ICTs) and how they are changing the relationship of how citizens view and interact with all levels of government — from a government-to-citizen model to a citizen-centric model for governments worldwide.

New technologies have always held powerful and untapped potential in all sectors of our economies. Since governments have always been an important part of any country's GDP with large cash reserves, any global government movement such as e-government must be looked at closely. E-government has been adopted by the United Nations as part of its new millennium mandate because members believe ICTs will help lead poorer nations into prosperity by being able to deliver services to the citizens more efficiently and effectively than in today's landscape.

Q How can IT media help in furthering this effort?

A E-practitioners within the different levels of government need information not only on current technologies and applications but also on who is doing what and how they are managing the processes and issues that arise with new uses of technologies. Just as important is the ability for senior bureaucrats and managers to have the ability to demonstrate e-government strides through the use of technologies in other jurisdictions to help influence the need to continue to invest in these areas.

Q How do you target and build an e-government audience?

A E-government practitioners include all senior bureaucrats who are responsible for services from their ministries or departments. Senior bureaucrat titles would include deputies, deputy minister assistants, CIOs, CTOs, presidents within the public service and chief administrative officers, chiefs, director-generals, to name a few. All governments have rankings. As an example, in the province of Ontario they rank their senior management as ITXs (ITX1-ITX5) while the federal government uses a different ranking system. When developing your e-government database you should research the management rankings and then, in most Western countries, you would find a full government listing by rank and title on the Web and in directories available from government book stores. Most publishers will also have some relation-

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Coming up

Network Security Forum 2004
Oct. 28-29
Aoyama TEPIA
Gaienmae, Tokyo
www.idg.co.jp/english/expo/index.html

IDC Enterprise Forum
Nov. 4
Fairmont Hotel San Jose
San Jose, Calif.
www.idc.com

CIO 05: The Year Ahead
Nov. 7-9
Scottsdale, Ariz.
www.cio.com/conferences

IDG U.S. Managers Meeting
Nov. 8-9
The Intercontinental
Mark Hopkins
San Francisco
Contact: Carole Dean
carole_dean@idg.com

WinSEC 2004
An IDG World Expo event
Nov. 15
Marriott Minneapolis Airport
Minneapolis
www.winsec2004.com

WinSEC 2004
An IDG World Expo event
Nov. 18
Hilton Arlington & Towers
Arlington, Va.
www.winsec2004.com

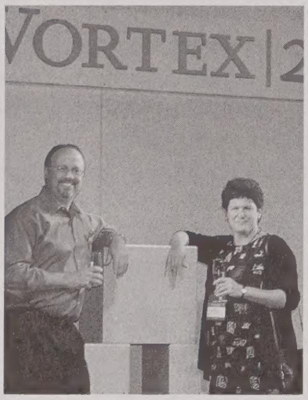
Mobility Conference 2004 UK
Nov. 23
Institute of Directors
London
www.idc.com/getdoc.jsp?containerId=IDC_P7989

Don't see your event listed here? Please send information regarding internal company meetings (Regional Managers meetings, Global Product Line meetings, etc.) and external events for customers to world_update@idg.com. Please be sure to include: the event's name, dates, location and a contact or Web site URL.

Vortex

continued from page 1

Hewlett-Packard, Sun, Microsoft — "speakers who represented all the major players in enterprise IT," Gallant said. "Our goal was to give attendees the chance to hear from the most powerful companies in enterprise IT and enable them, through a series of one-to-one interviews, to compare and contrast the visions of these players." Vortex participants also heard from top investors, analysts, buyers and innovative companies about the enterprise space.



Network President **John Gallant** and CEO **Evilee Thibeault** on the stage at this year's Vortex.

Unlike other IT events, attendees are encouraged to not just to listen to lectures but actively debate and discuss their strategies, visions and perspectives on the future of IT. Gallant said the Vortex Town Meeting on the first night turned into a "very feisty, very outspoken, highly entertaining" full-attendee discussion on the future of the U.S. in the global technology industry, the U.S. political scene and how the latter will affect the former. (For details on the town meeting go to "Kerry crowd drowns out Bush backers at IT show," www.nwfusion.com/news/2004/101104vortex.html.)

Gallant said the Vortex sales team more than doubled the event's sponsorship revenue from the previous year's show — "through great positioning and much hard work. Vendors really embraced what [co- Producer] Geoff Moore and I were trying to do this year; they clearly agreed that the enterprise IT space is in transition, and they wanted to be a big part of the event and the discussion around that topic. [Network World Senior Director, Event Sales] **Neal Silverman** and his team did a great job presenting that new positioning and crafting opportunities for each sponsor."

> *"This is a great venue for business and market development, a place where mergers, partnerships and major investments have been consummated."*
>
> *— John Gallant*

Members of the Network World Events and Executive Forums teams responsible for organizing this year's Vortex conference celebrate their acheivement.

Platinum sponsors — each of which held breakout sessions that complemented the event's scheduled content — included Cisco, Nortel, EMC and Qualcomm. "All 12 sponsors were highly visible and had the opportunity to interact with some of the most senior executives and CIOs in the industry," Gallant said. "This is a great venue for business and market development, a place where mergers, partnerships and major investments have been consummated."

Network World Senior Director of Event Marketing **Mark Hollister** said word of mouth has proved to be one of the better methods of communicating the event. The Vortex marketing team created packages of e-mails, letters and brochures that were sent to past attendees, advisory board members, speakers and partners, encouraging them to invite their co-workers, peers, customers and prospects to attend Vortex. "We even provided them with mail and electronic templates of the invitations," Hollister said.

As one way of attracting Vortex partners, the Network World team offered potential partner firms slightly discounted registration rates for their employees, clients and prospects if they would sign on.

Rather than traditional mass mailings, Vortex sent out numerous smaller promotions specifically targeted at various segments of their database and desired attendees. Vortex also rented lists from IDG sister publications, such as *InfoWorld* and *Computerworld*, and ran some ads in *CW*. The end result was a 30% uptick in Vortex registrations.

The next Vortex will be in roughly a year. For more information contact John Gallant at jgallant@nww.com, Mark Hollister at mhollister@nww.com or go to www.idgexecforums.com/vortex2/index.html.

IDG

October 25, 2004

Advertising Sales Associate, CMO Magazine (CXO)

CXO Media is looking for a high energy individual to provide sales support to our CMO Magazine sales team. Based in Framingham, this individual will support the Publisher and two Regional Sales Managers (one of whom is located in our San Francisco office). Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, RFP's and other special projects. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience.

Location: Framingham, MA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Account Executive (IDC)

IDC's Industry Sales Group is seeking an Account Executive who will focus on consulting business development for target amount of west coast Industry Major Accounts. This position will report to the Consulting Sales Director, Major Industry Accounts. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC consulting capabilities, including custom market research and go-to-market services, as well as building strong relationships with multiple individuals (account managers, consulting project directors, research analysts) across IDC. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients and build strategic relationships with the client base. This person will also be involved in identifying new consulting opportunities to develop and sell. Please visit idc.com for more details.

Location: San Mateo, CA

Contact: Email: idc_jobs@idc.com

Research Analyst, Mobile Phone Tracker (IDC)

IDC's Worldwide Quarterly Mobile Phone Tracker group is looking for an individual with superior analytical, communication and data management skills to be part of our team tracking the global Mobile Phone marketplace. Responsibilities include: coordinating the efforts of IDC analysts around the world, analyzing and reporting on Mobile Phone market dynamics, competitive analysis, and data management and reconciliation. This program has very high visibility with the major IT vendors. Must be capable of working with vendors and end-users. The position requires superb skills in MS Excel and MS Access, and the ability to multitask. The ideal candidate will have at least two years experience working in the vendor or end-user community. Knowledge of the Mobile Phone market and associated technologies a definite plus. SQL or other database knowledge also a plus. Some travel required.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Sales Assistant (IFW)

InfoWorld Media Group seeks an organized, customer service oriented individual to provide part-time administrative support to our east coast sales team in the Paramus, NJ office. The Sales Assistant will be responsible for the day-to-day functioning of the office, including filing, ordering supplies, organizing mailings, corresponding with clients, and special projects. The ideal candidate will have strong communication and clerical skills, and will thrive in a fast paced environment. Requirements include at least 2 years of administrative experience and superior computer (Word, Excel, PowerPoint) skills.

Location: Paramus, NJ

Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Associate Copy Editor (NWI)
Network World is seeking an Associate Copy Editor to join our award winning Editorial team. The copy editor will be primarily responsible for reading stories and graphics to ensure they are free of grammatical and spelling errors, and conform to AP and Network World style rules. This position will work closely with section editors and designers to ensure that pages meet our guidelines. Candidates will be detail oriented, possess excellent organizational and communication skills and the ability to work with deadlines a must. Knowledge of QuarkXPress, or similar pagination software and technical editing experience a plus. 1-3 years experience, ideally in the newspaper industry and BA/BS in journalism required.
Location: Southborough, MA
Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

GRAC

continued from page 1

- Almost 200 quarterly market Trackers around the world; up from 142 in FY04.
- Executive Advisory Services targeted to CMOs and sales executives.
- Four new Insights businesses to be launched: Government, Healthcare, Manufacturing, Energy. IDC's Insights businesses provide market advisory services to companies in that industry sector.
- Major expansion in the conference business worldwide to include 234 conferences in 2005.

Chief Research Officer **John Gantz** presented IDC's Global Market Forecast, which included a round-the-world look at macro-economic factors, IT spending trends and the outlook for the IT and telecommunications markets.

IDC duo (l-r): ***Crawford Del Prete****, Senior VP, Hardware, Software, Communications, Services Research; and* ***Henry Morris****, Group VP and General Manager, Integration, Development, and Application Strategies.*

Three panel discussions provided lively exchanges. A group of IDC clients discussed best practices for optimizing the IDC relationship, a panel of CIOs discussed priorities for 2005, and a panel of IDC's regional research VPs discussed IT trends in various regions outside of the U.S. The latter panelists were **Steven Frantzen**, Group VP, Central and Eastern Europe and the Middle East; **Martin Hingley**, VP, European Systems Group; **Eric Prothero**, Group VP, Latin America; **Junichi Saeki**, Research VP, IDC Japan; and **Piyush Singh**, Managing Director, Asia/Pacific.

Keith Clarke, Novell, talks with ***Tony Picardi,*** *Senior VP, Software Research.*

Guest speaker Scott Adams, creator of the Dilbert comic strip, delivered a message of hope and optimism. Adams, who gets many of his ideas from the technology industry, had the audience rolling in laughter. But on a serious note, he preached the power of having a positive outlook, saying that his career has been successful because of his unrelenting optimism, even after he experienced minor setbacks along the way.

Senior VP of Strategy **Gigi Wang**, who served as moderator, organized the agenda with a mix of presentations, panel discussions, breakout discussion sessions, one-on-one management meetings and demos. In addition, clients networked while playing golf or touring the Hoover Dam.

Wang said that although clients view the annual GRAC meeting as high-value event, IDC benefits just as much. The direct feedback from the clients is used as a foundation for IDC's strategic planning each year. "We listen to what our clients want, and we work to deliver it to them," she said. "Our clients want IDC to be successful."

Contact Gigi Wang at gwang@idc.com.

Two more IDG sponsors needed for IGS Asia sales events in November

IDG Global Solutions (IGS) is organizing sales events in three Asian cities next month to educate clients about IT growth markets, the nuances of marketing to different geographic regions and how IDG properties can help them deliver high-impact advertising. Three IDG business units have signed on as sponsors for the opportunity to get close to major customers, and there's room for more IDG participants, as well.

THE GLOBAL BRIEFING
AN IDG PRESENTATION

The half-day sessions will be held in hotel settings Nov. 12 in Tokyo and Nov. 17 in Taipei, with about 100 senior-level agency and client representatives expected to attend. Two smaller sessions will be held Nov. 15 in Seoul at the offices of Samsung and LG. According to IGS Vice President **David Harmer**, the events are for Asia-based clients and agencies who want to target audiences outside their own countries, particularly in the U.S. and Europe.

Featured speakers at the two larger sessions will be IDG Chairman **Pat McGovern**, IDC Director/Global Research Organization **Stephen Minton**, who will describe IT market opportunities by geography and sector and how they differ region to region, and International Advertising Association CEO Frank Cutitta, who will talk about adapting advertising messages to fit local cultures.

IDG Germany, IDG Poland and PC World U.S. have already signed on as platinum sponsors. Additional IDG units that want to participate as gold sponsors for $5,000 will have complete sponsor benefits, other than a speaking role at the two larger events, including more than two hours of customer interaction during lunches and receptions, a product display booth area at networking reception, copies of attendee lists, signage in the attendee handbook and publication media kits and rate cards posted on the event's Web site.

The Asia road show is the latest in a series of occasional events IGS has hosted, including one four years ago in San Francisco for U.S. clients interested in European and Latin American markets, and an earlier event in London focused on Eastern Europe.

For more information, contact David Harmer at david_harmer@idg.com.

noteworthy people

Martay

IDG WORLD UPDATE

Washburn

MICHELE NELSON

Landry

McGillivray

LESLIE BACHAND

Morey

IDG WORLD UPDATE

Promotions

Gregg Pinsky, formerly Computerworld's national director of online sales, has been promoted to vice president. "Gregg has had an enormous impact on our online business and was responsible for growing revenues from zero to $6.5 million in three short years — making it a vital component of Computerworld's overall revenue performance," said VP/National Association Publisher **Matt Sweeney**. "His ability to successfully partner with editorial, the Web and IT teams to build leading-edge products that provide valuable marketing programs for customers has made Computerworld.com one of IDG's top-performing Web sites." *gregg_pinsky @computerworld.com*

New employees

Previously director of marketing for Comdex, **Jill Martay** joins InfoWorld as director of events. She graduated from Central Connecticut University in New Britain, Conn., with a B.A. in communications and a journalism minor. She enjoys running, cooking, reading and swimming and was recognized as the sole recipient of CMP's President's Club Award for most new accounts and highest revenue increase in the Events category. *jill_martay@infoworld.com*

Circulation Coordinator **Kathryn Washburn** comes to IDG Entertainment from her position as office manager for AIDS Walk San Francisco, the largest AIDS fundraising event in California. She studied fine arts at the University of Michigan/ Ann Arbor, focusing on dance, comparative literature and American culture. She enjoys films and film history, writing, live music, craft projects and her dog Atticus. *kwashburn@idg-entertainment.com*

John Stewart has also signed on with IDG Entertainment as East Coast gaming sales manager for *GamePro* and *GameStar* magazines. Based in New York City, John was previously East Coast account executive for DC Comics and *Mad Magazine*. He earned a B.A. in communication from the State University of New York College at Potsdam and enjoys fitness, music, movies, traveling and sports. *jstewart@idg-entertainment.com*

Denise Landry joins Network World as sales coordinator, Integrated Solutions Fusion, coming from Beautone Specialties where she was the sales coordinator for the entire U.S. sales team. She has studied at the Rhode Island School of Photography and Quinsigamond (Mass.) Community College. A die-hard New England Patriots and Boston Red Sox fan, she also enjoys photography and camping. *dlandry@nww.com*

Previously a human resources generalist with LookSmart, **Kristen McGillivray** is now senior human resources representative with IDC Framingham. She holds a B.A. in English from Dartmouth College in Hanover, N.H., and likes to travel — she recently spent two weeks driving across the U.S., moving back to Massachusetts after more than seven years in San Francisco — and follow the Boston Red Sox. *kmcgillivray@idc.com*

IDC West in San Mateo, Calif., has hired **Tamara Carlin** as an account executive. She was previously an account manager with the Meta Group and holds a B.A. in organizational communications from California State University/Sacramento. She enjoys playing softball and poker, skiing, diving, golf, gardening and cooking. *tcarlin@idc.com*

Network World has hired **Leigh Gagin** as client services manager. Previously with Monster.com for seven years, she was most recently an online media account manager. She holds a B.S. in communications from Castleton (Vt.) State College and enjoys walking, hiking and spending time with her family and friends. *lgagin@nww.com*

Previously the editor-in-chief of *Application Development Trends*, **Mike Bucken** joins *Computerworld* as assistant news editor. A graduate of Boston's Northeastern University, he holds a B.A. in journalism. Away from the office he enjoys spending time with his family. *mike_bucken@computerworld.com*

Macworld's new art director is **Rob Schultz**, who comes from a similar position at Ziff Davis' *Computer Gaming World*. He graduated from California State University/Chico with a B.A. in communication design. A San Francisco Giants fan and bass guitar player, he has an 18-month-old daughter Sophia. *rschultz@macworld.com*

Returning employees

Thalia Karakitsios joins IDG Corporate Sales as business development director, coming from her role as Eastern ad director at PC World. She holds an M.B.A. from Florida State University. *thalia_karakitsios@idg.com*

Clark Morey, once a business development account executive with InfoWorld, leaves his role as account executive with Tech Target to return to IDG as an IDG Global Solutions online account executive. He earned a B.A. in journalism from California Polytechnic State University in San Luis Obispo. In addition to raising his two sons, he enjoys skiing, kayaking and mountain biking. *clark_morey@idg.com*

Joanne Oteri returns to IDG as a research analyst at IDG Research Services, extending her 28+ year IDG career. Joanne began that career at IDC and was most recently director of audience research at Computerworld. Joanne majored in French and Italian at Tufts University in Medford, Mass., and enjoys gardening, cooking, reading, computer games and taking care of her cats. *joanne_oteri@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15
Mª Angeles de la Marca *IDG Spain*
Susan Middleton *IDC*

13
Yumiko Oshima *IDG Japan*
Stephen Hendrick *IDC*

12
Maria Lindström *IDG Sweden*
Freeman Bradley *IDC*
Eileen Newman *IDC*

11
Agnieszka Potocka *IDG Poland*
Stephanie Faucher *Computerworld*
Sean Weglage *Computerworld*

10
Keith Waryas *IDC*

9
Juan Perez *IDG News Service*
Mary Scanlon *Computerworld*

7
Brian McDonough *IDC*

6
Carina Nilsson *IDG Sweden*
Deni Ahnstedt *Network World*
Sheryl Hodges *Network World*

5
Claude Lavoie *IDC*
Cami Schneider *InfoWorld*
Ekapat Chareonlarp *IDG Global Solutions*

4
Linda Goldrick *IDC*
Teresa Machado *IDC*
Masato Takeuchi *IDC Japan*

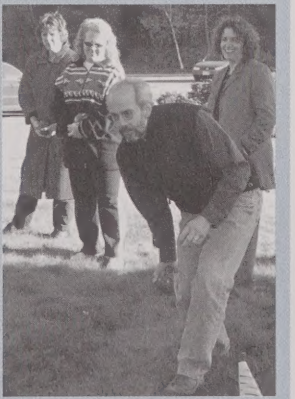
3
Rachel Desjardins *Mac Publishing*
Daphne Tan *IDC Singapore*
Alan Bergstein *Bio-IT World*

2
K.R. Sreenivasan *IDC Singapore*

1
Jeremy Anderon *IT World Canada*
Kelly Krug *IDC*
Michael Gerard *IDC*
Edward Gillyon *IDC*
Jenny Steele *PC World*
Pooja Mudholka *IDC Singapore*
Darren Higham *IDG Global Solutions*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Network World caps another successful season of bocce competition



The Network World Bocce Association — "a tiny little division of Network World" — has ended its fifth season of boisterous competition, crowning a new team of champions: the JC Rollers, aka **Judy Schultz**, marketing design manager (far left) and **Cindy Panzera**, marketing designer (second from left). Judy and Cindy beat out the team of Editor-in-chief **John Dix** and Senior Director of Customer Experience **TerryAnn Croci** (at right), better known as the Bloodthirsty Savages, for the top honors. A total of 77 Network World employees took part in the five months of regular season games.

One-on-One

continued from page 3

ships with senior bureaucrats who can direct you to the right lists or where you can find such lists to develop your databases.

Q How do you stay close to this audience?

A Besides the publication and weekly e-newsletters we continuously develop on-going programs, such as the annual e-government retreat called Lac Carling (a place in Quebec) that entices our audience to participate, providing them with high-level facilitated inter-jurisdictional forums that are cost-effective and build a sense of community on a national basis. The emphasis on inter-jurisdictional events remains important because it ensures that a larger jurisdiction will not dictate or own the agenda but rather work, as cooperatively as a larger jurisdiction can, with the other levels of government. IT World Canada, through *CIO Government Review*, takes on the facilitation role as a non-threatening third party with no hidden agendas.

However, having said the above, regional forums are just as important, and we run several executive breakfasts in different parts of the country. All in all, the emphasis remains on building community through leveraging all government e-communities throughout Canada.

Q Is there anything unique or different about working with/for a government audience?

A Working with governments has its challenges. Most frustrating are delays in getting approvals through the bureaucracy and ideas generated by your organization that in the end have to go through an official procurement process with other bids.

Q Do you tailor content or services to a government audience any differently than you would a more broad-based IT audience?

A As in any vertical, you need to tailor your content to be of value to that audience. The only difference in our coverage is that our readership demographics are heavily focused on the program area and how and why it overlaps into IT. However, the executive decision-makers for e-government programs lie mainly with the program owners, not IT, and this is reflective in our circulation where you have 15% of readers that fall strictly into the IT categories.

What's on your mind?

Employees are encouraged to send suggestions for columnists they would like to see on this page. Questions for all columnists, including regular contributors IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy****, will be passed along anonymously.*

Write to world_update@idg.com.

celebrating 10!

Name
Wang Wei

Home
Beijing

Joined IDG
February 1992

Career path since joining IDG
1992-1994, Sales, IDG Books; 1994-2000, Editor, *Electronic Engineering and Product World*; 2001-2003, Vice President, *Electronic Engineering and Product World*; 2004-present, Executive Vice President, *Electronic Design and Application World*

Current job
Executive vice president of *Electronic Design and Application World*. I am in charge of editing, sales and daily administrative affairs of the publication.

Most challenging part of your job
To guarantee the timing and quality of the publication.

Best part of your job
Being able to take advantage of many career development opportunities and learning so much about the electronics industry.

What's kept you at IDG for 10 years?
Being part of a company that had a unique strategic vision — IDG was the first company to set up a joint venture in China in 1980. No other company could compare with IDG's braveness and attention to the Chinese market. I am happy to work for a company that constantly grows year by year.

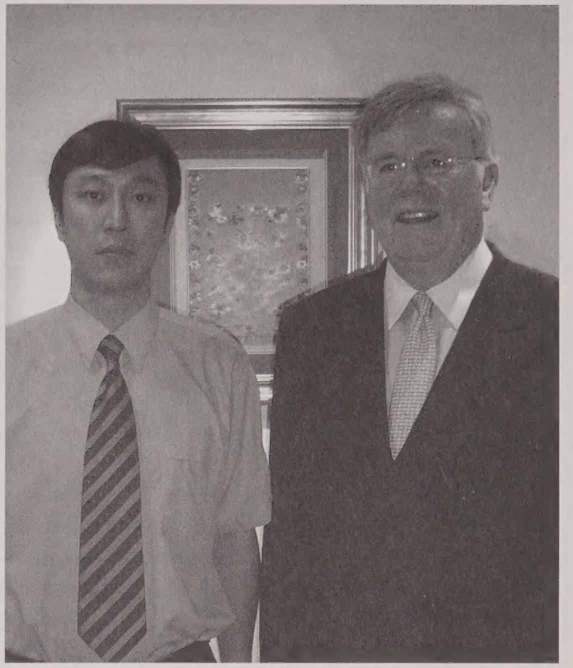
Interests outside the office
Fishing

What talent do you wish you had that you don't have?
Fluent English.

Of what accomplishment at work are you most proud?
In 2000, we successfully held the International Conference on Embedded System and Products Expo. It attracted the participation of many experts, trade publications and ads clients.

What did you want to become when you were a kid?
A soldier.

If you won the lottery tomorrow, you would...
Build a quadrangle courtyard [the most typical kind of traditional Chinese residences, with houses strung together by corridors and verandas], complete with a fish pond, in the suburbs of Beijing.



Electronic Design and Application World's ***Wang Wei*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a celebration honoring his 10 years of service to IDG's operations in China.*

Favorite vacation spot
A place with mountains, rivers and fish.

Favorite movie
Titanic

Your idea of a perfect day alone?
Watching TV, reading books and enjoying tea.

Retirement dreams?
Being healthy and doing whatever I want.

Manager's Profile
"It is known that the media industry demands that its staff should have relevant professional knowledge, dedication and spirit, diligence, a down-to-earth working style and a detailed approach to their clients. Wang Wei is such a person. In the past decade, he has shown steady development in his career, rising from an ordinary editor to his present role as executive vice president. He has contributed greatly to the growth of *Electronic Engineering and Product World* and *Electronic Design and Application World*.

— Mary Chen, publisher,
Electronic Engineering and Product World and
Electronic Design and Application World

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^R, Macworld Conference & Expo^R, COMNET^R Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Shifting reader patterns, brand extensions, online sales dominate *PCW* meeting

Worldwide gathering of PC World editors, managers focuses on sharing trends, ideas

Eighty-one PC World and IDG executives, editors and managers from 22 countries came to San Francisco last month for the PC World Global Product Support Center meeting to discuss online ad sales and business development, shifting reader patterns, and brand extensions, among other current IT publishing issues. According to PC World U.S. President/CEO **Jeff Edman**, the *PC World* product line worldwide contributed $10.9 million to IDG's bottom line last year, and this meeting aimed to keep that momentum going as attendees shared good news and good ideas.

IDG Chairman **Pat McGovern** opened the meeting with his thoughts on the future of the PC industry. Noting that it took 30 years for the installed base of PCs to reach its current figure of one billion, he predicted there would be 2.3 billion PCs in use by 2014, many connected to cellular phones, personal digital assistants, and other devices. "*PC World* could actually stand for '*Personal Communications World*,'" he said. He also predicted that by 2020 the number of countries with a *PC World* publication will rise from the current 60 to 140 with a total of 200 million readers.

IDG WORLD UPDATE

*(L-R) PC WELT Publisher **Axel Beisner,** IDG Germany Group Publisher **Stephan Scherzer** and IDG Chairman **Pat McGovern**.*

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Participants share great ideas

Exchanging good ideas is a key component of any IDG Global Product Support Center meeting, and the recent *PC World* meeting in San Francisco put a Best Practices session early in its first-day agenda. Among the here's-what-worked-for-us ideas presented were the following:

- **Michael Lohmann**, editor-in-chief of IDG Germany's *PC WELT*, talked about how a recent issue with a cover-mount featuring a Service Pack 2 for Windows XP CD-ROM, bought from Microsoft Corp. and offering patches and security upgrades, sold 555,000 copies on the newsstand, 105,000 more than the previous month's issue, all in a tight market with eight competitors fighting for dominance. *mlohmann@pcwelt.de*

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Though sponsors themselves are not offered speaking opportunities at the conferences, they get something many regard as even more valuable: a chance to invite a customer to present their own case study at the conference.

Disciplined approach to conferences ensures profitability

Signing sponsors to cover costs upfront is key to IDG Denmark's strategy

In February, IDG Denmark launched a new series of conferences that were guaranteed to be profitable from the outset. Their secret? The company does not spend one krone on a conference until it has lined up the minimum number of sponsors needed to ensure a break-even event.

The conferences, marketed under the Computerworld ROI-Forum brand, capitalize on the outstanding reputation of the publication in the local market. "*Computerworld* is widely known as an independent and trustworthy source of information, and sponsors want to be associated with that," said IDG Denmark Conference Director **Pia Rasmussen**. Still, noted Rasmussen, securing those first two or three sponsors can be tough.

Rasmussen said that once her team, in close consultation with the journalists at *Computerworld* and *PC World*, settle on a topic and a tentative date, they identify the top 10 to 15 sponsor candidates and present the sponsor package to them "the old-fashioned way — through telephone calls, e-mails and face-to-face meetings. Once they sign their first three sponsors — the minimum number needed to keep the process moving forward — Rasmussen said getting the next group to commit becomes much easier. "There will be a 'pull' effect because the next three or four sponsors will want to be there because their competitors already are. After that, the smaller vendors will also join in because all the important players are there and they want to be associated with them."

Rasmussen said there are two important lures that work to attract sponsors. First, sponsors regard these conferences as lead-generating opportunities. "They see them as a way of beginning a dia-

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Conferences

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logue with our attendees, who represent the leaders in IT management in the local market and their target customers." And second, though sponsors themselves are not offered speaking opportunities at the conferences, they get something many regard as even more valuable: a chance to invite a customer to present their own case study at the conference. "Sponsors can choose their most interesting or most successful customer and that individual will be given 40 minutes to explain their challenge and how the sponsor's solution helped them solve it," Rasmussen said. "Most vendors realize that the attendees will listen more carefully to their customers describe how their solutions work than to a self-promoting speech from one of their own product managers."

To date, the group has produced four conferences under the Computerworld ROI-Forum banner, each of which attracted between 100 and 340 paid attendees. A fifth, focusing on Enterprise Resource Planning for the SME market, is slated for December. Sponsors for that conference include Maconomy, Microsoft, Oracle, R5, SAP, SSA Global and Visma. Rasmussen said there are currently plans for an additional nine conferences in FY05 with tentative topics focusing on security, e-government, IP telephony, service-oriented architecture, mobility, RFID/SCM, outsourcing, IT governance and the annual Top 100 conference where *Computerworld Denmark* bestows its Sovereign Award on the best financially performing IT company in the market.

*Project Manager **Camilla Feddersen** (left) joined IDG Denmark last month to help Conference Director **Pia Rasmussen** continue to grow conferences as a profit center for the company.*

Rasmussen said that while conferences currently contribute a relatively small portion of overall revenue at IDG Denmark, they are nevertheless a critically important component of the company's product lineup. "Conferences tend to be very visible and help signal that our media are busy, in-touch, active and alive," she said. "Conference sponsorships are also a much-demanded alternative and supplement to print and online advertising."

For more information, contact Pia Rasmussen at p.rasmussen@idg.dk.

Steal these ideas

IDG Denmark Conference Director **Pia Rasmussen** shared some tips for ensuring successful conferences.

Sign before you spend. Securing the sponsors needed to cover costs up front will ensure no money is wasted when a conference must be cancelled due to lack of support. "Once we have signed those first three sponsors, it is time to recruit analysts to deliver the content that will put the subject into a wider context for the audience. We invite a relevant IDG journalist to serve as moderator of the conference."

Be flexible and listen to your audience. While her group's policy of signing enough sponsors to cover the conference costs before spending any of IDG's money has meant they have never had to cancel an unprofitable conference, they have given up on a few topics that failed to garner enough sponsor support, tweaked dates and fine-tuned agendas after being turned down by key sponsor candidates.

Exploit in-house synergies. Rasmussen's group works closely with the editorial staffs of *Computerworld* and *PC World* to identify both conference topics as well as key potential sponsors. "It is crucial for our success that we keep picking hot topics and that we establish a very clear definition of who should attend this conference and why. Our journalists are good partners in this process. They have daily contact with their sources in the market and a good feel for what people are struggling with."

Venue, venue, venue. Rasmussen said her group works hard to ensure that the location chosen for each event becomes part of a memorable conference experience. To that end, they have used art museums, the royal library and other unconventional conference facilities.

PC World Latin America Awards event earns record profits

The sixth edition of the PC World Latin America Awards gala, held last month in Miami, sold out its sponsor slots weeks ahead of time and brought in record profits for the *PCW Latin America* office.

The event recognizes the best IT products and services in Latin America and solidifies IDG and local *PCW* editions as market-leading authorities in the region. An all-time high of 149 attendees comprised many presidents, VPs and other executives from prominent companies and agencies.

A total of 27 winners, chosen by *PC World* editors in the region, were selected from 116 products nominated by more than 50 IT companies. A new feature, the Hall of Fame Award, was given to those products or family of products that have won numerous awards in the past. The winners were Samsung SyncMaster Monitors, Infocus Projectors, Xerox Phaser Printers and IBM ThinkPad Notebooks.

For a list of awards and more event details, see this article on www.idgcentral.com or write to IPS VP/PCW Latin America **Trino Ramos** at trino_ramos@idg.com.

*The Presidential table at the awards: from left, seated, **Jim Sullivan**, VP/Licensing, IPS; Martina Edman; **Jeff Edman**, president, PC World US; **Trino Ramos**, VP Latin America, IPS; Beatriz Ramos; **David Hill**, president, IPS; **Franca Cavassa**, editor, PCW Peru. Standing from left: **Clara Ines de Claramunt**, editor, PCW Panama; **Rafael Roldan**, publisher, PCW Ecuador; **Ricardo Castro**, publisher, PCW Mexico; **Mireya Cortes**, editor, PCW Mexico; **Diego Allami**, assistant publisher, PCW Argentina; **Lucas Jinkis**, publisher, PCW Argentina; **Hernan Guerschuny**, editor, PCW Argentina; **Luz Velazquez**, circulation director, PCW Colombia, **Rosa Velzquez**, publisher, PCW Colombia, and **Alvaro Garrido**, editor, PCW Colombia.*

the interview

one on one

Pat Kenealy
The CEO of IDG is this week's columnist. Reach him at pk@idg.com.

"IDG's readers and advertisers tell us (in our current research) that face-to-face media — trade shows, conferences, sponsored events and all the variations — are ever-more important information sources in their buying and selling processes. Like online, face-to-face must be part of our product offerings. We should not resist this trend — face-to-face profit margins are higher than those of print or the Internet!"

Q We see the rapid shift from print to online activities here in the U.S. Is the shift happening just as fast elsewhere in the world?

A Yes. Wherever Internet connections — especially broadband Internet connections — are widely available and affordable. Internet usage is being driven by e-mail, online banking, e-commerce and other huge applications, and it will grow with or without us publishers. The Internet is a social tidal wave. Publishers can't control it. They must ride it or be swept away. At IDG we must all act like brand managers of print, online and event media, and the Internet will be a huge opportunity for us.

Q With online media activities being an ever-more-important part of business unit activities, will there be more ways of measuring business unit performance in this area next year? How much of IDG's revenue do you expect to derive from online sources vs. print in FY05?

A In FY04 IDG tracked basic Internet revenues with a few simple accounting measures. For FY05, which began Oct. 1, IDG headquarters is tracking a much more detailed set of Internet revenue, traffic, and operating metrics to measure IDG's overall progess in this area and to help us share best practices faster. We don't publicly break out Internet share of revenue, but we already do tens of millions of dollars in online revenues worldwide, we already do more than 10% of our ad revenues online, and we'd like to see the online share reach 50% in the coming years. It's that important to us.

Q What used to be "ancillary products" are now essential to the health of IDG's business. Can you quantify how important these kinds of products are and which ones are being used most successfully around the world?

A The idea of "ancillary products" is a leftover from a print publishing mindset. I suggest we think of them as "brand extensions." This might sound like a semantic distinction, but when you're managing brands, it's normal for today's brand extension to become tomorrow's core product. Disney, IBM, Sony, Proctor & Gamble, Colgate Palmolive and others show that properly managed brand families can thrive for decades.

Q You said recently that our business' movement toward face-to-face, community-building activities represents our biggest strategic challenge. How can we best meet that challenge?

A IDG's readers and advertisers tell us (in our current research) that face-to-face media — trade shows, conferences, sponsored events and all the variations — are ever-more important information sources in their buying and selling processes. Within these media, customer-generated (as opposed to editor-generated) content is also more and more popular. IDG's business is to help IT buyers be more successful and to help bring IT buyers and sellers together, and we should do this using the media our customers prefer. Like online, face-to-face *must* be part of our product offerings. We should not resist this trend — face-to-face profit margins are higher than those of print or the Internet!

Q Do you envision IDG going further into the consumer space beyond products like *Digital World* and *GamePro/GameStar*?

A Practically speaking, that's up to our publishers, editors and others who are close to our customers, but I'm personally very excited by the consumer frontier of the IT business. If I owned a small media company myself, it's where I'd be.

Q How can IDG take advantage of IT's spread into all sorts of vertical markets?

A Analyze our existing circulations to find sizable vertical markets, use narrowcasting and Web technology to serve them efficiently, hire specialized experts in those fields, and ask our biggest advertisers which vertical markets are becoming most important to them.

Q With expenses largely cut as far as they can go, IDG must now turn to growing revenue to increase our profitability. How can colleagues contribute to that revenue and profit effort?

A By dreaming up and delivering new programs, new projects and new products for existing reader and advertiser customers, and by daring to propose completely new products for new customers on the frontiers of information technology.

Collectively we have the money and the tradecraft; we just need to feel bold again. We *want* to invest in new products and services. Assume your business unit wants and needs new ideas, and revenue growth will follow.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy,** will be passed along anonymously. Write to world_update@idg.com.*

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- *PC WELT* Advertising Director and Associate Publisher **Christoph Burkhart** discussed two special promotional inserts. For a Christmas shopping insert last year, participating advertising clients were asked to donate one product of theirs to a simultaneous eBay charity auction, driving print readers to the PC WELT site to bid. The glossy insert earned $90,000 in revenue (and $11,000 for the charity), and many clients have already asked to sign on again this year. A second supplement focused on the European Football Championship ran in *PC WELT* and *Digital World* and gave readers information on the best home entertainment systems on which to watch the matches (as well as a championship schedule). The supplement drew several non-endemic clients that are asking for future inserts on the World Cup, the Olympics and cars. *cburkhart@pcwelt.de*

- Supplements were also part of *PC World* New Zealand's marketing plan. According to Managing Editor **Chris Keall**, 'The Absolute Beginner's Guide to Home Theater" and "Going Mobile" supplements in *PC World New Zealand* and *>>FFWD* earlier this year both raised newsstand sales 30%. *chris_keall@idg.co.nz*

- In a cooperative effort with the PC and peripheral retail Web site Komplett.no, *PC World Norge* recently ran an online lottery for a free notebook PC, said **Kurt Lekanger**, *PC World Norge* editor-in-chief. Marketed in the magazine, online and to 200,000 Komplett customers, people were asked to register for a *PC World Norge* e-newsletter to triple their chances of winning the notebook. Newsletter subscriptions rose by 2,000 in two days, and the *PC World Norge* tele-marketing department eventually gained 4,000 names to whom to market subscriptions. The promotion cost nothing more than a house ad in *PC World Norge*, as Komplett supplied the notebook prize. *kurt.lekanger@pcworld.no*

PC World

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"Increases in personal productivity will increase the value of *PC World*, both in print and online," he said. Online ad sales currently account for 20% of *PC World*'s revenue, a percentage he said he would like to see reach 80% in 2020.

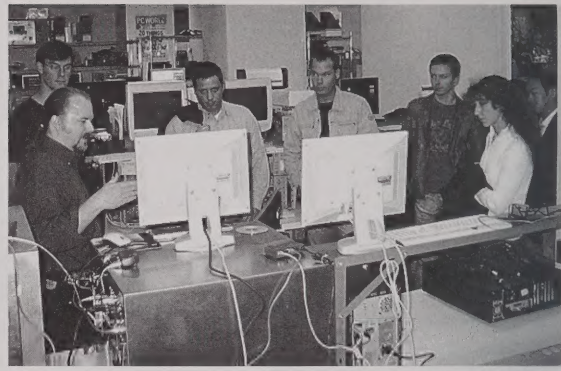
"What happens to PC World in general affects all of IDG," said IDG CEO **Pat Kenealy**. "It's our biggest consumer product and has the biggest and most sophisticated online brand." He noted that while print advertising is "under pressure," online advertising is growing. He conceded that that growth is difficult to measure — "but try it," he urged. "Any measurement is a good one. Go home and buy your online manager lunch. Know your online revenue categories and contracts as well as you know your print contracts."

Following a presentation by IDC VP, Consumer Markets and Broadband **Danielle Levitas** on emerging consumer electronics products and services and how the line is blurring between PCs and consumer applications, the remainder of the first day was spent in breakout sessions. Topics included The Art of the Cover (led by *PC World* U.S. Editor-in-chief **Harry McCracken** and Creative Director **Robert Kanes**), Search Engine Optimization (PC World U.S. Online Product Development Manager **Bruce McCurdy**), and Brand Awareness (*PC-WELT* Ad Director/Associate Publisher **Christoph Burkhart**).

In the Online Business Development and Marketing session, PC World Executive Producer **Andrew Eisner** discussed making money with partners, specifically with "finder" projects, such as PCWorld.com's Product Finder, which combines products, pricing and purchasing information with PCWorld.com articles, user reviews, photos and other buying resources. Responsible for 15% of PCWorld.com's traffic, Product Finder is powered by PriceGrabber; PC World makes money when users click on a merchant's offering. There is no 'Buy' button on the site, as that would "end editorial credibility," Eisner said, noting that it was "tricky" to mix the site's content and commerce and that *PC World*'s editors were involved early in the creation of the site. Co-branded with PriceGrabber, Product Finder looks like any other PCWorld.com page and has multiple advertising opportunities.

IDG Spain Country Manager **Paco Zabala** and members of the PC World China contingent look over samples of PC World publications from around the world.

IDG WORLD UPDATE



(L-R): Senior Performance Analysts **Jeff Kuta** and **Elliott Kirschling** led tours of the PC World Test Center in San Francisco the day before the meeting began.

IDG WORLD UPDATE

PC WELT's Burkhart talked about the annual Brand Awareness reader study, a joint effort between IDG Germany and six other *PC World*s to define clients' strategic market positioning with hard facts (sales and shipments) and soft facts (image and perception). Participating publications can use the study's results to show clients the effect of their marketing programs. "It can get you more appointments with higher-level executives," he said. "If you have good news for them, you're a hero; if it's bad, perhaps they'll spend more with you." Study results can also be marketed by individual *PC World*s as Best Brands of the Year award events and as a way to strengthen both customer relationship and reader loyalty.

The meeting's second day began with *PC World* U.S.' McCracken and VP Consumer Marketing **Shawne Burke Pecar** discussing issue covers and newsstand supplements. According to Pecar, CD-ROM cover mounts are becoming less effective in the U.S. so covers must sell the benefits of the magazine to potential buyers. "The magazine must look useful," McCracken said, with simple, clear type and visuals. Cover topics such as "Annoyances," "Best Free Stuff," "How To…," and "Cheap…" all sell well, he said, and can be repeated, "although no one topic is a surefire winner forever," he noted. A presentation of sister *PC World* covers and what works in their markets showed German and Swiss covers packed with information detailing nearly every ar-

continued on next page

November 1, 2004

Payroll Administrator (CSG)

IDG's Corporate Services Group is currently seeking a Payroll Administrator to join their team. Reporting to the Payroll Director, the individual in this position will be responsible for the timely completion and submittal of payrolls for several multi-state business units as well as working with divisional Human Resources staff on the administration of compensation, benefits, and personal information changes/transactions. The successful candidate will have at least two years of experience and be able to demonstrate a working knowledge of payroll practices, processes and procedures. Excellent customer service and organizational skills are also necessary along with familiarity with Excel and PeopleSoft and the ability to work in a very fast-paced team environment. ADP payroll knowledge helpful. Prior experience in human resources, reporting, and working in an employee self-service environment a plus. ***Location: Framingham, MA***

Contact: J. Lynch, Fax: 508-935-4600, Email: jljobs@idg.com

Customer Service Coordinator (CXO)

CXO Media Inc. is seeking a seasoned Customer Service Coordinator to join its Executive Programs (Conference) team on a part-time basis (22.5 hours a week). Duties include data management, data entry, telephone customer service, and general administrative duties. Requires excellent customer service skills, 2+ years office experience, and power-user database experience including MS Word and Excel. Attention to detail and the ability to multi-task are a must. Travel agency experience preferred. Part-time schedule can be modified to suit the needs of the successful candidate. ***Location: Framingham, MA***

Contact: T. Bureau, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Professional (CXO)

CXO Media has an exciting opportunity for an experienced Sales Professional working in CXO's CIO service organization. The Sales Professional is charged with selling the program to end-user organizations in public and private sectors. The Sales Professional is responsible for the entire sales cycle, including prospecting, to recruit leading CIOs into the CIO Executive Council. The Council delivers value and support through member interactions and member-initiated change efforts around IT value, IT workforce, Sarbanes-Oxley, Vendor Influence, and Investor Influence. This individual must be experienced in working with CIOs across the entire sales cycle: identifying, meeting, presenting, negotiating and transacting new members and handling continued participation of existing members. An outstanding record in consultative sales/closing business in an account management environment featuring a quota is required. The candidate must have the ability to meet personal and team financial goals, conduct substantive content discussions with CIOs and deputies on the phone and in-person, demonstrate poise and grace under pressure, understand general knowledge of the business of IT, possess the ability to work well within a team and across functions, and have the resourcefulness and creativity to optimize the sales process. Superior verbal and written communication skills and 8-10 years experience in a related role are required.

Location: Framingham, MA

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Analyst Account Manager (IDC)

The Global Access Group is seeking an Analyst Account Manager to become part of the Global IT Advisor team (GITA) that supports clients with IDC research. This position affords an excellent opportunity to work with a portfolio of major accounts to deepen client relationships, manage deliverables and achieve maximum business results. This position requires the development of in-depth knowledge of IDC research and client needs. The Account Analyst Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working pro-actively with client contacts to develop business and to define new service offerings. The Analyst Account Manager will have significant contact with clients at major consulting firms, IT vendors, IDC Research Analysts on a global level and the IDC sales team. For more details, please visit idc.com.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Applications Developer (IDC)

The IT group is seeking an Applications Developer who has experience with Oracle pl/sql development and has a high level of expertise in Java/JSP. This position will be used predominantly in support of IDC's Solutions Research Groups. The individual in this position will play a key role in mission-critical systems administration and development, providing new products and enhancements that drive the way the IDC's Research Groups and IDC do business. The Applications Developer will interact not only with IT staff, but also with individuals in Product Management roles in Research groups across IDC. Development areas will include both the front end of Web Applications Development and the back end Oracle pl/sql procedures. Responsibilities include: designing the database schema, building Oracle pl/sql procedures while implementing the business logic and requirements and constructing the web front end using java and JSP. For more details, please visit idc.com.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Client Service Representative, Sector Accounts (IDC)

IDC is looking for a Client Service Representative to work closely with the sales force and IDC's Enterprise Sector Accounts customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Client Services Representative will be responsible for supporting IDC's Enterprise Sector Accounts external and internal customers with superb customer service that will ensure high renewal rates and new business opportunities. Primarily, the CSR will be responsible for providing key customer service support to Key clients, Enterprise Sector sales and marketing staff. Including customer satisfaction, creating reports, inputting orders, assisting the sales team members and collaborating with analysts. A bachelor's degree or associates degree or equivalent experience required. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems. Proficiency with Microsoft Office suite is a must. The ideal candidate will have 2-3 years of previous experience as a Customer Service Representative in the Information Technology or Telecom industry. This position is based in IDC's Framingham, MA office location.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Senior Research Analyst, Content Management and Retrieval Solutions Group (IDC)

This Senior Research Analyst position offers an exciting opportunity to work in a dynamic industry sector within IDC's Content Management and Retrieval Solutions program. The group researches market trends in content document management, search engines, test analytics, categorization, authoring tools and related software and services that manage, analyze or create access to unstructured information. Responsibilities include: gathering/analyzing data from demand side and vendor surveys, writing research publications, developing market forecast and market revenue reports, supporting client inquiries and briefings, working with clients on tactical and strategic planning, participating in consulting engagements and working with sales and marketing to communicate and promote IDC content management and retrieval solutions programs. For more details, please visit idc.com.

Location: Framingham, MA

Contact: Email: idc_jobs@idc.com

Director of Business Development (NWI)

Network World's Integrated Solutions team has an exciting opportunity for an entrepreneurial individual to lead the business development activities of our award winning website Network World Fusion. The Director of Business Development will be part of the online leadership team and play an integral role in the development and growth of Network World's online business. The person in this role will also be responsible for developing new revenue streams through partnerships, joint ventures, and new product development, expand existing revenue streams as champion for product line enhancements and extensions, managing the contract process with existing and new partners and evaluate and champion expansion opportunities. Candidates will have at least 5 years of business development experience in online or publishing. BA/BS required. Masters degree a plus.

Location: Southborough, MA

Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Sales Assistant (IFW)

InfoWorld Media Group seeks an organized, customer service--oriented individual to provide part-time administrative support to our east coast sales team in the Paramus, NJ office. The Sales Assistant will be responsible for the day-to-day functioning of the office, including filing, ordering supplies, organizing mailings, corresponding with clients, and special projects. The ideal candidate will have strong communication and clerical skills, and will thrive in a fast paced environment. Requirements include at least 2 years of administrative experience and superior computer (Word, Excel, PowerPoint) skills. ***Location: Paramus, NJ***
Contact: Job Opportunities, Email: jobopps@idg.com

Group Vice President, Events (WEC)

IDG World Expo has an exciting opportunity for a seasoned event professional to manage all aspects of several of IDG's event brands. The Group Vice President will oversee sales, marketing, and conference development, and will be responsible for setting a management tone that ensures high-quality content delivery and exceptional service to attendees and sponsors. This position has P&L responsibility for assigned events and is chartered with the creation of an annualized strategic positioning plan for each brand as well as the identification and recommendation of brand extension opportunities and new event ideas. The GVP will maintain all external and industry relationships including key clients, user groups, government agencies, and trade associations. Successful candidates will have significant trade event experience with functional expertise in one or more areas of show management including exhibit sales, marketing, conference development, contract negotiations, proposal development, financial management, budget development, as well as client and vendor relations. This position reports directly to the President of IDG World Expo. Candidates should have significant experience in the events business, proven management and business development skills, and the ability to promote growth and development in a fast-paced business. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Public Relations Intern (WEC)

IDG World Expo has an exciting opportunity this fall for a public relations intern in the company's Framingham, MA office. The position provides an exceptional opportunity to actively contribute to public relations campaigns for the company's summer tradeshows. The position requires a commitment of 20 hours per week for a period of 12-14 weeks. The public relations intern must also be available to provide on-site support throughout LinuxWorld Conference & Expo, which will take place February 14-17, 2005 at the Hynes Convention Center in Boston. Responsibilities will include coordinating the media registration process, tracking and collecting media coverage, writing press releases and media advisories, developing and producing materials to distribute to the media, and on-site logistics support. This is a paid internship. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

- Single-topic special issues of IDG Netherlands' *Tips & Trucs* have proved to be cash cows, according to Deputy Editor-in-chief Remco de Graaf. Each issue of *Tips & Trucs*, published 10 times a year, offers about 250 practical how-to tips at five levels of user knowledge from novice to expert, all culled from IDG Netherlands staffers, its freelance writers and readers. The quarterly special issues, which have focused on Downloading (29,500 copies sold), Windows XP (31,000), and Movies and Music, offer 100 pages of 300 tips, all repackaged from earlier *Tips & Trucs* issues and sold for 4.95 Euros (US$6.30). *rdegraaf@idg.nl*

- A Meet the Editors focus group in September brought in 10 avid *PC World U.S.* readers for a Test Center tour, a meeting with Editor-in-chief **Harry McCracken** and President/CEO **Jeff Edman**, and a one-hour discussion with several members of the editorial and research teams to get their thoughts on how to make the monthly's Top 100 section smaller but more useful. According the PC World Research Manager **Lisa Huck**, the technically proficient panelists — who were all local to the San Francisco area and screened for eligibility by phone — were eager to provide positive feedback, and one randomly selected panelist received an overnight stay at the Ritz-Carlton Hotel as a prize. *lisa_huck@pcworld.com*

- With 50% of site traffic now coming from search engine sites, PCWorld.com General Manager **Ulla McGee** recommended attendees figure out the most popular 100 pages and the leading keywords on their sites (she said she found that 'laptop' is a more popular keyword than 'notebook' at PCWorld.com.) and then investigate content-for-traffic deals and other ways to link other sites, including IDG sites, to PC World sites. *ulla_mcgee@pcworld.com*

continued from previous page

ticle on the cover, while New Zealand used more humor and colors to stand out on the newsstand.

Stephan Scherzer, group publisher at IDG Magazine GmbH in Germany, gave his thoughts on user behavior trends and some of the reasons why *PC WELT* has seen a slip in newsstand sales. "Basic computer knowledge is enough for many users who don't need a continuous flow of information, so they stop buying PC magazines on a regular basis," he said. Software has become easier to use and has multiple help features, while there is more online support, as well as that provided by users' friends and colleagues. Readers are, therefore, less loyal to one brand of magazine and will buy a magazine for one subject or just occasional use.

*The Digital World panel featured (l-r): IDG Spain Country Manager **Paco Zabala**, Digital World France Editor-in-chief **Serge Leblal,** PC World U.S. Associate Publisher **Wayne Silverman**, IDG Germany Group Publisher **Stephan Scherzer**, PC World. U.S. Publisher and panel moderator **Bob Ostrow**, and PC World New Zealand Managing Editor **Chris Keall**.*

IDG WORLD UPDATE

To counter this sea change in the market, *PC WELT* has begun to move away from a generalist approach to target more advanced users and present itself as a purveyor of exclusive knowledge — "less 'what' and more 'how,'" Scherzer said. The monthly has also been linking CD cover mounts to its editorial content, as well as making the magazine easier to navigate.

After a presentation comparing *Digital World* publications in New Zealand, France, Germany, Spain and the U.S. came a second round of break-out sessions. At the Online Advertising Sales session, *PC World* U.S. Associate Publisher **Michael Carroll** noted that while online spending is up, much of it is going to search engines.

"We must make our sites more efficient for advertisers, grow the audience and find ways to get revenue out of existing products," he said. "We're looking for the clients with the big buckets of money to spend, and we'll create what they want on the site." According to Carroll, some of the advertiser-friendly programs created for the PCWorld.com site include the following:

- **Top 100 Reviews**, offering ads that link directly to advertisers, giving them opportunities to sell their other products (or giving their competitors the chance to buy the ad space if the maker of the reviewed product is uninterested in buying space).
- **A VoiP Center** provided a round-up of Internet phone news, tips and tools.
- **A Spyware help center** offered editorial content for businesses.
- **A Holiday Gift Finder microsite** of holiday shopping product ideas can be expanded to other holidays or events.

Carroll recommended the editorial must always be on board with programs such as these in order to create the content that will drive traffic to the site. Linking the new sections to as many relevant articles elsewhere on the site will drive traffic, and broadband video capability can be used to get points across, both for editorial and for advertisers. "An editorially rich site can ask for higher prices by enticing readers and qualified buyers," he said.

*Presentations from the meeting will be available in the IDG Global Meetings section of IDG Central (www.idgcentral.com). For more information contact meeting organizer **Sandy Wong**, PC World senior director of marketing, at sandy_wong@ pcworld.com.* WU

Customer panel shares advice with attendees

Members of a customer panel at the recent PC World Global Product Support Center meeting had the following words of advice for the collected PC World representatives:

- "Sales reps need to know their clients' issues. Tell me about integrated efforts and the tools you have to best deliver my message." – *Bob Maples, president, Maples Communications*

- "Tell me what's going on with my customers and competitors. Know that how products look matters to women — the PC-centric and TV-centric audiences are becoming digital-centric as products converge." – *Mary Doan, VP Marketing & Advertising, Good Guys*

- "Make *PC World* the authority on product comparisons. *PC World* is a publication that can make a product popular. 'Convergence' is just an industry term we've created. No consumer says they're going to go out and buy 'a convergence product,' but that is the rare place where non-established brands can play." – *Sal Fuentes, executive partner, Decision Council*

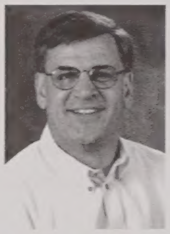
noteworthy people

LESLIE BACHAND

Robock

LESLIE BACHAND

Susser



Lively

IDG WORLD UPDATE

Mathison

New employees

Kevin Robock joins IDC Framingham as sales manager, Global Financial Services, coming from ON24 where he was a senior enterprise account executive selling software to enterprise accounts. A graduate of Bentley College in Waltham, Mass., he holds a B.S. in finance and an M.B.A. in information systems management. Away from the office he enjoys tennis and scuba diving. *krobock@idc.com*

Previously a medical program financial specialist with Merck & Co., **Alan Susser** is now a senior consultant with IDC Framingham. He earned a B.S. in biology from the University of Michigan/Ann Arbor and an M.B.A. in finance and marketing from Michigan State University/East Lansing. In his free time he enjoys hiking, snowboarding and scuba diving. *asusser@idc.com*

Bob Parker is the new VP of IDC Framingham's Manufacturing Insights group. He was previously VP of industry strategy with AMR Research and holds a B.S. in financial/computer science from Rivier College in Nashua, N.H. and an M.B.A. from New Hampshire College. *bparker@idc.com*

CXO Media has hired **Rupal Patel** as an online production specialist. She was previously a Web coordinator and IT support specialist with the Earthwatch Institute, where she also volunteered for a two-week project in Madras, India, on maternal and child health care. She holds a B.S. in nutrition and dietetics from Simmons College in Boston. *rpatel@cxo.com*

Transfers

IDC Financial Insights Research Manager/Retail Financial Services **Shaw Lively** has joined CXO Media. As program director of financial services for the CIO Executive Council, the professional member-driven organization of chief information officers, Shaw will be building member outreach programs and tackling industry specific issues, as well as expanding the Council's financial services membership. Before joining IDC in 2000, Shaw's 12-year career in the financial services industry included strategic and business development roles with Fleet Financial Group, Quick and Reilly brokerage, NatWest Bancorp and PNC Bank. *slively@cxo.com*

Returning employees

Alissa Mathison returns to IDG as production designer at *InfoWorld* where she was an art intern and then art assistant from 2000 to 2002, leaving to work as a designer at *7x7* magazine. She earned a B.A. in sociology from the University of Wisconsin/Madison and an M.A. in journalism from the University of Missouri/Columbia. In her free time she enjoys running, hiking and photography. *alissa_mathison@infoworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Machine-readable passports now required to enter the U.S.

Employees planning to visit the U.S. should note the following message from the U.S. Department of Homeland Security:

As of Oct. 26, 2004, travelers entering the United States under the Visa Waiver Program must have machine-readable passports. If a person entering the U.S. does not have a proper passport, a customs officer may give a one-time only exemption.

"These interim procedures will allow U.S. Customs and Border Protection officers to effectively enforce the law and exercise discretion when appropriate," said DHS Under Secretary for Border and Transportation Security Asa Hutchinson. "These are prudent steps to ease travelers into these new documentation requirements."

Coming up

IDC Enterprise Forum
Nov. 4
Fairmont Hotel San Jose
San Jose, Calif.
www.idc.com

CIO 05: The Year Ahead
Nov. 7-9
Scottsdale, Ariz.
www.cio.com/conferences

IDG U.S. Managers Meeting
Nov. 8-9
The Intercontinental Mark Hopkins
San Francisco
Contact: Carole Dean
carole_dean@idg.com

WinSEC 2004
An IDG World Expo event
Nov. 15
Marriott Minneapolis Airport
Minneapolis, Minn.
www.winsec2004.com

WinSEC 2004
An IDG World Expo event
Nov. 18
Hilton Arlington & Towers
Arlington, Va.
www.winsec2004.com

Mobility Conference 2004 UK
Nov. 23
Institute of Directors
London
www.idc.com/getdoc.jsp?containerId=IDC_P7989

Macworld Conference & Expo
An IDG World Expo event
Jan. 10-14, 2005
Moscone Center
San Francisco
www.macworldexpo.com

Context
An IDG World Expo event
Jan. 12-14, 2005
Moscone Center
San Francisco
www.contextconference.com

CIO Perspectives on Enterprise Value and The CIO Enterprise Value Awards
Feb. 6-8, 2005
Fort Lauderdale, Fla.
www.cio.com/conferences

CSO Perspectives: Balancing the Art & Science of Security
April 10-12, 2005
Huntington Beach, Calif.
www.cio.com/conferences

IDG U.S. Managers Meeting
April 25-26
Boston
Contact: Carole Dean
carole_dean@idg.com

Don't see your event listed here? Please send information to world_update@idg.com. Please be sure to include: The event's name, dates, location and a contact or Web site URL.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33

Helen Marnfeldt *IDG Sweden*

Marnfeldt

22

Miguel Angel Hermosell *IDG Spain*

20

Jose Luis Villacorta *IDG Spain*

19

Jeff Edman *PC World*

15

Ákos Bognár *IDG Hungary*
Bruno Agostini *IDG Italy*
Yoshitomo Fukuda *IDG Japan*

14

Cornelia Krämer *IDG Germany*

13

Corinne Huron *IDC France*
Jolanta Szot *IDG Poland*

12

Simona Varisco *IDG Italy*
Joachim Hackmann *IDG Germany*
Soren Adelkvist *IDG Denmark*

11

Grace Wong *IDC Singapore*
Selinna Chin *IDC Malaysia*

10

Chris Lindquist *CXO Media*
Sabine Mayer *IDG Germany*
Fredrik Bernsel *IDG Sweden*

9

Lynda Hewlett *IDC U.K.*
Ricardo Sampaio *IDC Brazil*
Thomas Gunni Pedersen *IDG Denmark*
Hans Jorgen Christiansen *IDG Denmark*

8

akanobu Urayama *IDG Japan*
Slawomir Kosielinski *IDG Poland*
Annemarie Lootsma *IDG Netherlands*
Alan Freedman *IDC Canada*
Ivair Rodrigues *IDC Brazil*
Kevin Ebmeyer *CXO Media*
Lynne Rigolini *CXO Media*
Magnus Höij *IDG Sweden*

Ebmeyer

Höij

7

Junko Yairi *IDC Japan*
Lee Tuttle *CXO Media*
Zuzana Peskova *IDG Czech*
Petr Felt *IDG Czech*

6

Franck Nassah *IDC France*
Marzena Fiok *IDG Germany*
Christian Töpfer *IDG Germany*
Antje Bütow *IDG Germany*
Fredrik Henckel *IDG Sweden*
Marcel Roozeboom *IDG Netherlands*
Anders Ovesen *IDG Denmark*
Louise Kurland *IDG Denmark*
Michael Kofoed *IDG Denmark*

5

Maggie Tan *IDC Malaysia*
Kazutaka Kousyu *IDG Japan*
Christopher Conrath *IT World Canada*
Maya Uusitalo *IDG Sweden*
Chris Ingle *IDC U.K.*
Manfred Aumaier *IDG Germany*
Albert Lauchner *IDG Germany*
Philipp Johnssen *IDG Germany*
Snjezana Popovic *IDG Germany*
Margaret Ledingham *IDG U.K.*
Geoffrey O'Connor *PC Advisor*
Matthew Samuel *PC Advisor*
Marcus Wrangö *IDG Sweden*
Maya Uusitalo *IDG Sweden*
Martyn Williams *IDG News Service*
Jacqueline Bloch *IDG Brazil*
Emile Idzenga *IDG Netherlands*
Markéta Kderová *IDG CEMA*
Phil Michaels *Mac Publishing*

4

Jennifer Hinojosa *Network World*
Kyoko Shoji *IDC Japan*
Danilo Loda *IDG Italy*
Mark Zhou *IDG China*
Maydy Wei *IDG China*
Hans-Christian Dirscherl *IDG Germany*
Alexander Beck *IDG Germany*
Mats Brandon *IDG Sweden*
Anders Nordner *IDG Sweden*
Greg Ambrose *IDC Canada*
Jean Christop Caron *IDC France*
Cécile Derrien-Dard *IDG France*
Elly Delemarre *IDG Netherlands*
Allan Abildskov *IDG Denmark*
John Gole *IDC CEMA*
Ilona Stankeová *IDC CEMA*
Angie Beaudoin *PC World*

3

I. H. Baik *IDC Korea*
Marco Martinelli *IDG Italy*
Susannah Patton *CXO Media*
Erik Bruin *IDC Benelux*
Thomas Jank *IDG Germany*
Rüdiger Guzikowski *IDG Germany*
Anton Müller *IDG Switzerland*
Ana Elena Aramburu *IDG Spain*
Mauro Lacerda Ferreira *IDC Brazil*
Catarina Fernandes dos Santos *IDG Brazil*
Ineke Kievit-van Hese *IDG Netherlands*
Pavla Byrtusová *IDC CEMA*
Tomas Oupický *IDC CEMA*
Wade Grubbs *InfoWorld*

2

Attila Makk *IDG Hungary*
Corinne Teo *IDC Singapore*
YiQun Wu *IDC China*
Vivian Jing *IDC China*
Bo Lykkegaard *IDC Nordic*
Petr Prosek *IDG Czech*
Rene van Soest *IDC Benelux*
Judith Black *IDC U.K.*
Adalberto Olivares *IDC Mexico*
Kim Dowling *IDC Canada*
Annmarie McCullough *IDC Canada*
Jamie Sharp *IDC Canada*

1

Lau Chi-Weng *IDC Singapore*
Gary Clarke *IDC Australia*
Dino Del Vescovo *IDG Italy*
Lisa Li *IDG China*
Anna Yao *IDG China*
Janet Ward *IDG*
Christian Löbering *IDG Germany*
Sigrid Falkner *IDG Germany*
Maria Wikner *IDG Sweden*
Erik Mathers *IDG Sweden*
Valeria Bravo *IDC Mexico*
André Fernandes Parente *IDC Brazil*
Cassiano D'Angieri *IDC Brazil*
Papa Niang *IDG France*
Jose Pauty *IDG Netherlands*

Falkner

Anniversary dates may be sent to *IDG World Update* at world_update@idg.com.

They're back! Museum of Science tickets now available

As a corporate memeber of Boston's Museum of Science, IDG has a limited number of exhibit hall passes that are available for employees. The free admission includes exhibits only and does not permit access to the Omni theater, planetarium, laser shows or special exhibits with separate admission. Anyone from the Boston area or anyone planning to visit may contact the *IDG World Update* editors at world_update@idgcom to request tickets. Please provide your name, business unit address and the number of passes you would like (you may request up to four). Passes are good through December 2005.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Stephen Graham** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"There's some bad data down there—the canary has just died."
Rob Hailstone *IDC U.K.*

"Now, which was it that you wanted, the ones or the zeroes?"
Mats Lövgren *Näverk & Kommunikation*

"Wait a few more seconds…I'm trying to maximize my uptime."
Dave Reinsel *IDC*

"Stop! I'm not a canary!"
Paul Hands *Life Sciences Insights*

"Shut down now 'ore' suffer the consequences."
Jeannie Button IT World Canada

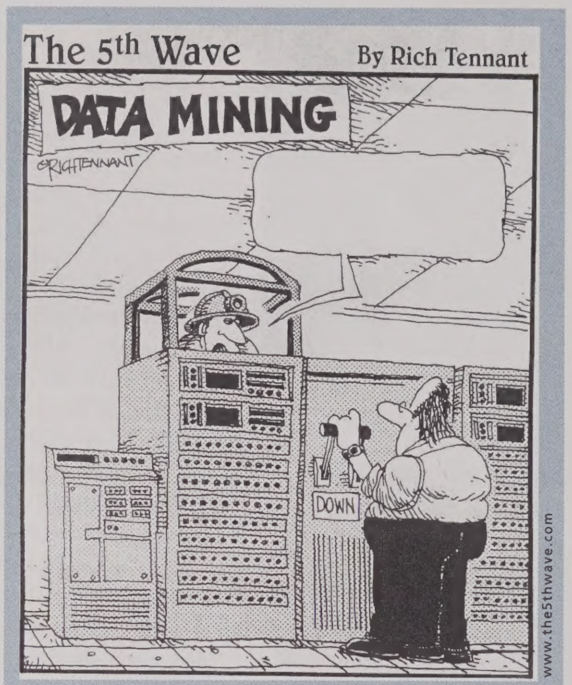
"Pull the Back to the Future lever! I want to see one of those IBM 80-column punch cards up close and personal."
Jane Jordan *IDG*

"Are you sure this thing will get me to the center of the earth and back?"
Barbara Irvine *IDC*

Last caption deadline of 2004: Nov. 16

Ready to see your name on this page for a change? Create a brief caption for the cartoon at right and send it to world_update@idg.com or fax it to 617-423-0712 by Nov. 16.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons. Honorable mention winners will receive IDG sport safes.

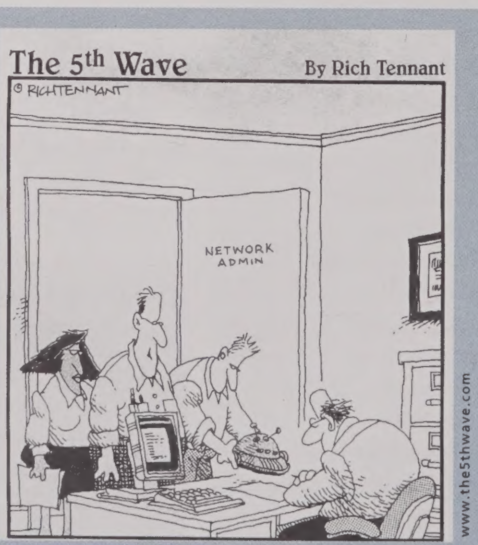


"Better call marketing — the canary just died."
Stephen Graham *IDC*

"Are you sure? My wife's canary never sleeps on his back."
Ken Presti *IDC*

Rich Tennant's original caption:

"Hold on Brad — I forgot the canary."



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG World Update

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PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG World Expo launches new initiatives

Custom Events Group focuses on tailored events for individual clients

Healy

Hamer

MIKE SPONSELLER PHOTOS

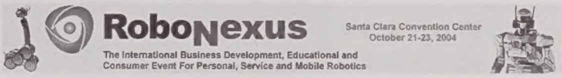
IDG World Expo last month announced the formation of a new entity: IDG World Expo Custom Events Group (CEG). The Custom Events Group will serve World Expo clients' growing interest in sponsoring smaller, more exclusive gatherings for highly targeted audiences, according to company President **David Korse**.

"Custom events are an important trend in the IT events industry," Korse said. "But corporations want to focus on their core business — not on putting events together. By partnering with us, we can assure them that their marketing dollars are delivering a clear return on investment."

"The increase in the allocation of marketing program dollars for events is being channeled to customer and partner events," according to **Michael Gerard**, research director for IDC's CMO Advisory

continued on page 4

New expo shines spotlight on emerging robotics industry


RoboNexus
The International Business Development, Educational and Consumer Event For Personal, Service and Mobile Robotics
Santa Clara Convention Center
October 21-23, 2004

RoboNexus, a first-of-its-kind conference and expo co-produced by IDG World Expo and Robotics Trends last month, sought to showcase the robotics industry, inspire students and enable business leaders to learn more about an important emerging industry. The three-day show succeeded on all fronts, both organizers agreed, and to date is the largest new technology event launched in the U.S. this year.

The 10,000 attendees at the Santa Clara (Calif.) Convention Center exceeded expectations, and the 65 exhibitors were so pleased that plans call for doubling the venue size for next year's event and examining how to expand it geographically.

Among the highlights of the show, which focused

continued on page 4

LinuxWorld Middle East & Africa targets interest in open systems

SPECIAL: REGIONAL INDUSTRY ROUNDTABLE
www.cpilive.net
ISSUE 01 SEPTEMBER-OCTOBER 2004
LINUXWORLD
THE VOICE OF THE OPEN WORLD
MIDDLE EAST & AFRICA
IS YOUR BUSINESS READY FOR LINUX?
You can't ignore Linux anymore. The open source operating system now has such a momentum in the market that - accept it or not - you have to judge whether it can deliver value to your desktop and enterprise environments
CPI
IDG
PLUS:

IDG's publishing partner in the Middle East has added a fifth title to its growing lineup of IT publications, this time focusing on the region's increasing interest in open systems. *LinuxWorld Middle East & Africa*, which debuted in October, will have an initial bi-monthly circulation of approximately 6,500. Readership will be primarily controlled, although a small number of issues will be available on the newsstand to boost visibility.

According to **Dominic De Sousa**, publisher at the United Arab Emirates-based CPI, stiff competition in the local IT publishing market means his company is constantly on the lookout for promising niche markets that can support a publication. "We've had numerous discussions with key Linux vendors and have secured their buy-in for one year," De Sousa said. "We plan to use this magazine to help develop the local market for open source/Linux."

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IDG Italy adds *GameStar* to competitive local market

IDG Italy used the recent SMAU 2004, Italy's largest IT trade show, to spotlight *GameStar Italia*, the Milan-based business unit's latest publication.

GameStar
PANZERS
SUPERTEST
ANTEPRIME
INSIDE
ESCLUSIVO

Launched last month, *GameStar Italia* has a newsstand circulation of 100,000 and an initial cover price of 3.90 Euros (US$5.00). With a crowded, competitive gaming-magazine market, led by *Giochi per il mio computer* (average sales 60,000 copies) and *TGM* (50,000 copies) *Gamestar Italia* sales staff targeted non-endemic advertisers and filled many of the ad pages in the 160-page launch issue with ads from companies such as Levi Strauss, Honda and mobile phone manufacturers.

IDG Italia Managing Director and *GameStar Italia* Publisher **Mario Toffoletti** said, "We preferred to

continued on page 5

in brief newsworthy

Financial Insights marks two-year anniversary with global gathering

Members of Financial Insights' 31-person team gathered in Bethel, Maine, to take stock of the group's progress to date and plan for future growth.

Financial Insights recently marked its two-year anniversary by gathering its global team for an offsite meeting in Bethel, Maine.

With offices in Framingham, Mass., the U.K., Italy, Singapore and Canada, the company boasts more than 135 customers in 16 countries. In its two years as an IDC company, Financial Insights has grown its revenue more than 150%, with research revenues accounting for 53% of the total, consulting 32% and Go-to-Market Services such as speaking engagements and webcasts 15%.

Known as Meridien Research when it was purchased by IDC in October 2002, the then five-year-old Newton, Mass., financial services research and advisory company was merged with IDC's existing financial services advisory group and relaunched as the first of several IDC companies primarily targeting end users in various vertical markets. Today, Financial Insight's end-user contracts account for 74% of its current revenue.

"Financial Insights has moved into a strong No. 3 position as a FinTech research firm with double-digit growth," said **Michon Schenck**, chief operating officer.

For more information, visit www.financial-insights.com.

Life Science Insights analysts author article for leading industry journal

Melnikova

Golden

IDC's Life Science Insights group scored a high-profile coup with an article in the November 2004 issue of *Nature Reviews*, the leading journal for the life sciences field.

Written by Senior Research Analyst **Irena Melnikova** and VP, Research **James Golden**, "Apoptosis-targeting Therapies" describes several prescription drugs in development or on the market that target an important biological process called apoptosis or 'programmed cell death.' A number of human diseases are directly linked to abnormalities in apoptosis, including cancer, Alzheimer's disease, arthritis, and heart disease. "Apoptosis-targeting therapies have a great potential for treatment of serious illnesses for which few options are currently available," Melnikova said. "In our article we provide review of several apoptosis-targeting drugs, discuss their mechanism of action, as well as assess their market potential."

Nature Reviews' audience is made up of the worldwide scientific and business communities involved in drug discovery and development, from academic researchers to the pharmaceutical and investment arenas.

Approached by the monthly to write the article, Golden and Melnikova spent two weeks on directed research and writing, "backed by years of experience in this area," Melnikova said. They will have a second article in the December issue of *Nature Reviews* on protein kinase-targeting therapeutics.

For more information contact Irena Melnikova at imelnikova@idc.com. To view a PDF of this article, see this story on IDG Central (www.idgcentral.com).

IDC Italy's third eGovernment conference increases sponsorships

IDC Italy's third annual eGovernment Conference on Oct. 28 in Rome, which provided an overview of the main eGovernment developments and trends in Italy and Europe, increased its attendee and sponsorship numbers over last year. The event drew 16 vendor sponsors and more than 300 individuals, the majority of whom were leading Italian public administration officials.

There were also gains in the number of journalists attending and press interviews. IDC Italy was better able to target and educate public administration officials by creating four sponsorship opportunities with important Italian government entities — two ministries, a region (Lazio, which includes Rome), and a councillorship — rather than one as in 2003. While there was no fee for governmental sponsors, they helped promote the event to the target audience.

eGovernment
conference

The agenda featured IDC Southern Europe Group VP and General Manager **Ezio Viola**, IDC EMEA VP/Vertical Markets Research **Luisa Bordoni** and IDC Italy Consulting Director **Gianni Soreca** and speakers from eight of the biggest providers in the Italian eGovernment market. Keynote speaker Livio Zoffoli, president of the National Center for Information Technology in Public Administration, talked about the Italian government's initiatives related to IT, generating a vigorous debate with ICT vendors in attendance.

The main theme of the conference was that improvements and innovation in the public administration field must incorporate better use of IT. Among the topics covered: opportunities for local governments and public health agencies; the impact of eGovernment strategies on ICT projects' design and management; the role of open systems and the introduction of high-capacity communication infrastructures.

A recent IDC study showed that Italy's government has made progress but still needs to increase its investment to meet its eGovernment objectives.

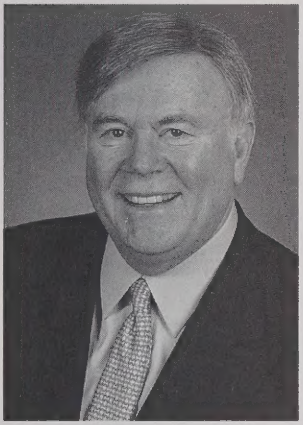
IDC's EMEA (Europe, Middle East and Africa) Conferences and Events group organized the event. For details go to www.idc.com/italy/events/egov04/egov04.jsp or contact IDC EMEA Marketing Communication and Database Specialist **Claudia Corradi** at ccorradi@idc.com.

the interview

one on one

Pat McGovern

The chairman and founder of IDG is this week's columnist. Reach him at patmcgovern@idg.com.



Recently, the Indian government has lifted its prohibition against foreign investment in the professional and technical publishing sector, so IDG has moved promptly to set up a subsidiary, IDG India, which will be based in Bangalore.

Q **There is a lot of excitement around IDG these days about the opportunity of creating professional service organizations like the CIO Executive Council. What is your opinion of this new business area, and how should IDG publishing units pursue it?**

A I am quite enthusiastic about the opportunity for IDG publishing units to organize and run professional service organizations to facilitate a sharing of know-how among the most experienced IT buyers who read their business-to-business publications.

The reason is that major buyers in a technology field reach out to different sources of information as they evolve from new buyers to very experienced buyers. When the technology is first introduced, buyers look to the producers of the technology for guidance. A few years later, they seek help from independent advisory companies, such as Gartner, Meta Research and Forrester. Over time, the major buyers become more experienced than the analysts at these companies, so the buyers look to their colleagues, other experienced IT users, to learn about the best ways to acquire and use the technology.

Many major IT buyers have now reached that stage. Such executives find learning from the experiences and techniques of other knowledgeable users to be more useful than advice from vendor representatives and consultants.

Seeing this trend, CXO Media recently took the initiative to establish a CIO Executive Council, inviting the most experienced CIOs who read their *CIO* magazine to become members of a professional organization that would facilitate peer-to-peer sharing of know-how. They found that the CIOs that they invited to join were enthusiastic about the benefits, and membership has grown rapidly, now approaching 200 members. The annual membership fee is $18,000. We expect the CIO Executive Council to have over 500 members within the next 12 months and eventually to have several thousand members.

Members of the Council have said they greatly value CXO Media's role in organizing and administering the CIO Executive Council. That is because *CIO* magazine has a detailed database of the most important CIOs across the country and can identify which people are qualified to be invited to join the CIO Executive Council. Also, members of the CIO Executive Council want to inform the government, the IT industry, educational organizations and the general public about the accomplishments of their profession and the essential role they play in increasing GNP growth and productivity. They value CXO Media's ability to communicate the results of the research and study papers of the CIO Executive Council to these audiences.

I think that each of our BtoB publications should analyze their readership and identify the common job title/function of their readers with the highest buying power. They can then organize an Executive Council for that job title/function in a similar manner to the way in which the CIO Executive Council was formulated. The key initiating step to organize such an Executive Council is to hire a person as the organizer of the Council who is a peer to the members who will be invited to join. In the case of CXO Media, they had their own CIO, **Mark Hall**, initiate contact with other CIOs to form the CIO Executive Council.

CXO Media is developing a Global CIO Executive Council by inviting IDG business units that publish *CIO* magazine in their country to become part of the program.

IDG organizations interested in forming Executive Councils around other top job functions like VP/Information Systems, Chief Security Officer, Chief Technology Officer, Chief Network Officer, etc. can contact Mark Hall to learn how to organize such an Executive Council. You can reach him at mhall@cxo.com.

Q **India is expected to be one of the three largest economies in the world within the next 30 years. Today, IDG does not have a publishing presence in India. What are our plans?**

A Until recently, India prohibited direct foreign investment in its publishing sector. We and other international publishers have had to make due with licensing agreements. We published *Computerworld*, *PC World* and *CIO* in India at various times, but we and other international publishers have found it difficult to develop a satisfactory long-term relationship with publication licensees in India.

Recently, the Indian government has lifted its prohibition against foreign investment in the professional and technical publishing sector, so IDG has moved promptly to set up a subsidiary, IDG India, which will be based in Bangalore. We expect our investment will be approved by the Indian government shortly, and we will be launching a family of publications, Web sites and events in India in due course. The publications will include *Computerworld*, *CIO*, *Network World*, *PC World* and a special publication for outsourcing buyers, *Outsourcing World*.

continued on page 7

Custom Events Group

continued from page 1

Service, which recently conducted an analysis of the marketing spend of 100 global technology firms from the hardware, software and services sectors. According to the survey, in 2004 companies will spend an average of 7.5% of their marketing program dollars on customer and partner events and 6.1% on trade show and other industry events.

Returning to World Expo to head up CEG is **Mike Healy**, who will serve as group VP. Healy originally joined the company in 1999 to help launch LinuxWorld Conference & Expo. He has spent the past few years launching conferences and events for EarthWeb, Giga Information Group, Forrester Research and Ziff-Davis. Healy is joined by Project Director **Clement Hamer**, who most recently produced similar events at Ziff-Davis.

The Custom Events Group will provide clients with a complete turnkey event experience coordinating everything from topic and content development to audience acquisition, panel recruitment and all logistics, production and marketing.

Korse said that in addition to approaching the company's existing client base, the Custom Events Group is actively pursuing leads passed along by IDG Global Solutions. Given the level of interest already expressed by prospects, Korse said he expects the first several events to be signed before the end of the calendar year.

"Our experience is that any company that actively participates in trade events is also a candidate for their own custom events," said Korse. "We think these custom event offerings provide a new kind of solution we can offer to our clients to help them meet — or exceed — some of their other face-to-face marketing objectives.

"The bottom line is that we need to offer a full selection of marketing options to our clients. In the realm of face-to-face events, we're now positioned to offer a full range of options to clients and prospects — from our traditional portfolio of large-scale branded events to small, customized solutions."

Contact Mike Healy at mike_healy@idg.com.

In 2004, companies will spend an average of 7.5% of their marketing program dollars on customer and partner events and 6.1% on trade show and other industry events.

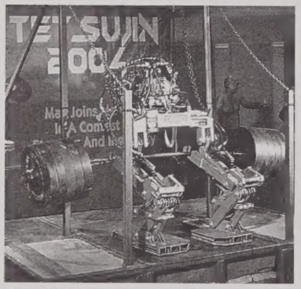
— IDC survey

RoboNexus

continued from page 1

on the intelligent, mobile robotic technology sector: the first U.S. appearance of the HRP-2 humanoid robot from Kawada Industries; iRobot's Roomba robotic vacuum cleaner and exoskeleton robotic mechanisms that let humans lift up to 1,500 pounds.

"We have a longstanding history of recognizing emerging technology markets poised for rapid growth and serving those markets through our events," said IDG World Expo President **David Korse**. "We were very pleased with the success of the first RoboNexus event and with our continuing partnership with [President] Dan Kara, [Trendsmedia CEO and Robotics Trends co-founder] Eliot Weinman and the entire Robotic Trends team. The partnership brings together their expertise, contacts and resources within this industry sector while leveraging our event production experience, IDG's resources and our ability to help expand the event beyond the borders of the U.S. through our business units and licensees around the world."

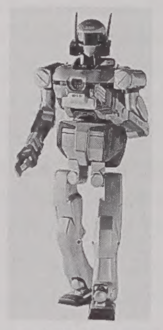


Team Raptor's exosuit robot pumps iron at RoboNexus.

RoboNexus had a broad attendee base: investment and business development professionals, educators and academics; professional and hobbyist robot developers, representatives of Global 200 organizations and robotics enthusiasts and consumers.

A strong public relations effort resulted in a lot of pre-show buzz with local TV news and area newspapers. The Discovery Channel filmed onsite for a February program on robotics, and *Newsweek*, *Fortune*, the Associated Press, *Financial Times*, *Wired*, CNN, MSNBC, G4TechTV, and other major media companies sent journalists. *InfoWorld*, *Network World* and *PC World* were among the media sponsors, providing free RoboNexus ads in their publications.

World Expo provided onsite logistics support in the areas of registration, public relations and media, conference and tradeshow floor management. World Expo will be more closely involved with logistics and exhibit floor development earlier in the process next year and expects to take the event to an even higher level, according to Public Relations Manager **Mike Sponseller**.



The HRP-2 humanoid robot from Kawada Industries made its first U.S. appearance at RoboNexus.

This was the second event World Expo has done in conjunction with Robotics Trends, a market research and consulting firm in Northboro, Mass., which publishes the online magazine www.roboticstrends.com. The Emerging Robotics Technologies & Applications Conference, which focused on the commercialization of robotics technologies, was a sellout this past March. The next ERT conference will be held in Cambridge, Mass., again on May 10-11, 2005.

Visit www.robonexus.com or contact Mike Sponseller at mike_sponseller@idg.com.

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, vice president, corporate taxes; and Julie Lynch, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office, CEO's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Travel
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by Dec. 1, 2004.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ______________________ Date: __________

Title: ______________________________

ALL nominations must be submitted by Dec. 1, 2004. Send nominations to Lucy Sheehan, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

November 8, 2004

Account Executive (BIO)

Bio-IT World, Inc. has an exciting opportunity for a talented, energetic and highly motivated sales professional to join a highly regarded, fast-growing media organization now moving into its fourth year. The Account Executive's main responsibility will be to close business and further support the successful efforts of the sales team on a variety of electronic products. In this position, you will be responsible for prospecting/cold-calling new clients and data collection for a variety of other established and new special media products. This is an inside sales position with direct quota responsibility. Demonstrated track record of closing business via phone/email along with client-care, and collaborative, creative problem-solving skills are necessary. Clear understanding of the bio/medical/IT field, and 2 plus years inside/outside advertising sales experience are a must for this position which is based in our Framingham, MA headquarters office. ***Location: Framingham, MA***

Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

Senior Marketing Communications Specialist (CXO)

CXO Media is seeking a Senior Marketing Communications specialist to support the marketing and promotions efforts for CXO Media's multiple print magazines, online products, and ancillary product lines. Primary responsibilities include developing sales tools, creating and implementing marketing campaigns, coordinating internal and external resources, and managing projects from inception to completion. Strong creative writing and packaging skills required. Qualified candidate will be able to juggle multiple tasks and deadlines, and be extremely organized. Must have a positive, outgoing personality, be customer centric, and a highly energetic and creative person. BS/BA degree required, preferably in marketing or communications. Knowledge of MS Office programs required and familiarity with design programs (Quark, Photoshop, Illustrator) helpful. The ideal candidate will have 5+ years related experience.

Location: Framingham, MA

Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Consultant/Consulting Manager (IDC)

Life Science Insights, an IDC company, is responsible for developing and conducting market research and consulting assignments focused on the Life Science market - biotech and pharmaceutical companies and the technology companies that support them. We are currently seeking a Consultant or Consulting Manager to help develop and drive the Life Science Insights ("LSI") consulting practice. The Sr. Consultant/Consulting Manager will be a key member of LSI Consulting team. The work involves developing consulting business, leading and managing projects, and developing practice strategy in concert with senior management. This person will partner with LSI's consultants, analysts, sales, and other IDC groups to develop and manage market research and consulting projects. Clients will include leading IT, Life Science, biotech and pharmaceutical companies. The Consultant/Consulting Manager will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of the overall LSI Consulting business, including development of new practice areas. This individual will also be expected to periodically engage in research and publication projects with the LSI analyst team. For more details, please visit idc.com. ***Location: Framingham, MA***

Contact: Email: idc_jobs@idc.com

Senior Research Analyst, Network Lifecycle Services (IDC)

IDC's Enterprise Computing Research Group is seeking a Senior Research Analyst to cover trends in the worldwide and U.S. market for network consulting and integration services. The Senior Research Analyst will be responsible for gathering qualitative and quantitative information, synthesizing and analyzing industry trends in a logical and forward thinking manner, publishing research reports, and responding to clients' inquiries. Candidates must possess excellent written and verbal communication skills and knowledge of the networking industry. Responsibilities include writing research, supporting IDC client inquiries and briefings, developing market forecast and market revenue share reports, analyzing and reporting on demand-side survey data, executing on consulting engagements, providing selected information to the trade and business press, and working closely with IDC sales and marketing to communicate an promote the Network Lifecycle Services program. The data collection and analysis process will require the development of in-depth knowledge of the network consulting and integration services market, and vendors' service offerings and strategies. The Senior Research Analyst will have significant contact with IT vendors, IDC Research Analysts on a global level and the press. ***Location: Framingham, MA***

Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Analyst Account Manager, Investment Research Services (IDC)

The Global Access Group is seeking an Analyst Account Manager to become part of the Investment Research Services team (IRS) that supports clients with IDC research. This position affords an excellent opportunity to work with a portfolio of financial accounts to deepen client relationships, manage deliverables and achieve maximum business results. This position requires the development of in-depth knowledge of IDC research and client needs. The Analyst Account Manager is charged with ensuring delivery of high levels of research and inquiry fulfillment as well as working proactively with client contacts to develop business and to define new service offerings. The Analyst Account Manager will have significant contact with clients at major financial firms, IDC Research Analysts on a global level, and the IDC sales team. Please visit idc.com for more details. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Consulting Manager (IDC)

IDC's U.S. Services Consulting practice is responsible for developing and conducting custom market research and consulting assignments focused on IT and business services industry vendors and their end market. We are currently seeking a Consulting Manager to help develop client engagements and manage projects. The Consulting Manager will be a member of IDC's Services Consulting team. This involves developing consulting business, leading and managing projects, and developing practice strategy in concert with senior management. The Consulting Manager will partner with IDC industry analysts, sales, and other IDC groups to develop and manage market research and consulting projects. Clients will include leading IT services and business services companies. The Consulting Manager will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of overall IDC Services Consulting business, including development of new practice areas. Please visit idc.com for more details. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Online Project Manager (IFW)

InfoWorld is looking for an Online Project Manager to create, execute, optimize and summarize online lead generation programs on InfoWorld.com. S/he will schedule and coordinate lead gen campaigns using all available media sources and will be responsible for all lead gen newsletter and solo email efforts, including crafting copy, selecting drop dates and list selects. Candidates must have experience in managing client campaigns including banner, email newsletter and solo email, as well as a familiarity with ad operations, ad trafficking and campaign reporting. Must have strong direct marketing skills with the ability to analyze and report on campaigns, strong communication skills, and the ability to work directly with clients. Ideal candidates will have a background in audience development and experience in building and maintaining email newsletter and solo email subscriber files, including familiarity with outside email list rental and testing in-house promotions. Knowledge of HTML JavaScript, copy writing skills, and experience in producing webcast programs would be a big plus. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Account Executive (LST)

IDG List Services is seeking an inside sales professional with a senior level of customer service to work in their fast paced list rental department. The Account Executive will act as the liaison between all clients and list rental customers. Candidates must be detail-oriented with strong writing, computer and organizational skills with an excellent phone manner. A college education preferred, 3+ years sales experience in high tech preferred. Knowledge of list rentals or direct marketing is a plus. ***Location: Framingham, MA***
Contact: A. Jones, Email: 508-988-7972, Email: ccjobs@idg.com

Online Managing Editor (MAC)

The Online Managing Editor (OME) will oversee the scheduling, production and posting of online content for Mac Publishing's web sites. This includes both the posting of online-only content and translating of print content to the Web. The OME will work with the Director of Online Content to document and enforce styles guiding the look and feel of stories online and to develop online content with magazine editors. S/he will work with the Assistant Managing Editor to connect online production to the existing magazine production process and will consult with the IT Director to ensure that editorial goals can be achieved with our existing technical tools. Finally, the OME will manage technical projects done by on-staff or freelance web production workers. Required Skills: Knowledge of HTML, CSS, Web graphics, and Web standards. Extremely strong organizational and project-management skills. Solid editorial background. Skill with PHP, Adobe Photoshop, and BBEdit are pluses. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

LinuxWorld

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*LinuxWorld Middle East & Africa Editor **Jacob Joseph** said his publication will focus on the business benefits of Linux. Technical aspects of the operating system will be addressed in an e-newsletter that will be sent to readers every other month.*

The magazine's editorial will focus on making the business case for open source for senior management. "Basically, it's about education and best practices, trying to encourage senior business people to consider Linux from a benefit — rather than a technical — perspective," noted Editor **Jacob Joseph**. Joseph said typical articles will address issues such as what is open source, what are the problems, who's doing what, case studies and best practices.

In the non-publication month, a much more technical e-newsletter based on the activity of the numerous LUGs (Linux Unix Groups) in the region will be e-mailed to readers. At the same time, a dedicated Web site will help unite the LUGs with code sharing, technical discussions and so on. The LUGs are well established across the region, partly because the U.S. government's sanctions against some countries such as Libya, Syria, Iraq and Iran has made official distribution of proprietary operating systems and applications less ubiquitous than in other regions.

The English-language *LinuxWorld Middle East & Africa* will be distributed throughout the Arabian Gulf states and the Middle East as well as selected sub-Saharan African countries from Kenya to South Africa. It joins CPI sister publications *Computer News Middle East*, *Reseller World Middle East*, *Network World Middle East* and *Security Advisor Middle East*. Like the other CPI titles, it will also be available digitally via Zinio distribution (www.zinio.com).

*More information is available at www.cpilive.net or contact CPI Editorial Director **Dave Reeder** at dave@cpidubai.com.*

GameStar

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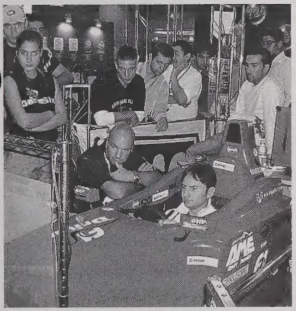

At the recent SMAU trade show in Milan, IDG Italy brought in a Ferrari F1 simulator that could be played by any attendee who bought a copy of GameStar Italia. Sales of the new monthly at the show totaled 2,000 copies.

launch the first issue without [many gaming companies'] ad pages so they could first see and read the magazine," he said." Then we hope these companies will plan ad pages at a higher price than they usually do."

Primarily targeting the PC gaming market, *GameStar Italia* offers buying guides, a Top 10 games list, and product testing results from the *PC World Italia* test center. In the magazine's 'Play' section, leading Italian videogame experts offer gaming strategies and tips and techniques to help players solve difficult games. Other articles look at game development, online gaming and "retro gaming," a phenomenon focused on classic games and the history of gaming. Each issue will also carry six to eight pages of reviews of handheld and console games and a covermount DVD of game previews and demos, patches, updates, and eventually complete versions of games. Finally, for film buffs there are reviews of DVD films and a list of coming attractions.

IDG Italy chose to launch a PC gaming magazine rather than a more console-focused one because the PC gaming market in Italy has more game titles, a broader audience, is more stable and less affected by seasonal sales such as Christmas.

Toffoletti said his group received "great support" from colleagues at Germany's IDG Entertainment Verlag, including use of some of Germany's editorial content, which accounted for about a third of the launch issue. "We could also use their DVD content for the demos on our DVD," he noted. Five pages of content on console games came from IDG Entertainment in the U.S.

*Kneeling front: **Alfredo Distefano**, editorial coordinator. Sitting (l-r): **Amedeo Novelli**, editor-in-chief; **Claudia Cavalleri**, marketing assistant; **Katia Trespidi**, national advertising sales director assistant; **Rosa Guerinoni**, marketing assistant; **Luisa Fanti**, ad sales account representative; **Manuela Mancosu**, designer. Back row: **Marco Martinelli**, test lab technician; **Luca Figini**, test lab technician; **Francesca Papapietro**, online manager; **Silvia Santi**, art director; **Sergio Rizzi**, national advertising sales director; **Pino Morra**, ad sales representative; **Maurilio Vitali**, ad sales manager; and **Danilo Loda**, test lab technician.*

GameStar Italia's premiere issue was advertised in *PC World Italia*, on newsstands, tech stores, airports and in the Italian daily newspapers *Corriere Della Sera* and *La Repubblica*, as well as the sports dailies *La Gazzetta Dello Sport* and *Il Corriere dello Sport*. "We also advertised on the biggest Italian radio networks," Toffoletti said. "A television campaign will start in early November for our second issue and will be a valuable support for future issues."

Key staffers of *GameStar Italia* include Publisher Toffoletti, Editor-in-chief **Amedeo Novelli**, Editorial Coordinator **Alfredo Distefano**, and Ad Sales Manager **Maurilio Vitali**.

GameStar Italia's Web site, www.gamestar.it, will launch in January. For more information contact Mario Toffoletti at mario_toffoletti@idg.it.

Player profile

According to recent gaming research by Gamevision, Italian gamers number 3,500,000 (2,900,000 avid gamers; 600,000 casual gamers) and spend an average of 6.5 hours a week playing games. Male gamers account for 68% of the market, and female gamers 32%. Fifty-five percent of the gamers are over 20 years old, 35% are over 25, and 18.4% over 30 [Ed. note: percentages do not add up to 100% due to overlaps in age ranges].

noteworthy people

IDG WORLD UPDATE

Rose

Seminara

Becerril

NADIA BECERRIL

Amaya

Promotions

Computerworld Web Development Manager **Peter Smith** has been promoted to lead developer. "Peter has been an incredible asset to Computerworld over the years and is vital to the success of many projects, especially those that support the growth of Computerworld.com," said **Martha Connors**, VP and general manager of Computerworld.com. "Peter's new responsibilities will include the management and prioritization of the cw.com development project list and workload, and he will also be point man on scoping out new online development projects." *peter_smith@computerworld.com*

IDG France has named **Reynald Fléchaux** the new editor-in-chief of *Le Monde Informatique*, its *Infoworld/Computerworld* publication. Previously with *Macworld*, Reynald became editor-in-chief of *Info PC* in 2000 and joined *Le Monde Informatique* as News section editor; in 2003 he was named acting editor-in-chief. He holds an engineering degree from Hautes Etudes Industrielles and is also a graduate of the School of Journalism in Lille, where he now teaches. *rflechaux@idg.fr*

New employees

Previously a marketing assistant with Ocean Voyages, Inc., **Sarah Rose** joins Mac Publishing as a sales associate. She graduated from Occidental College in Los Angeles with a B.A. in art history and visual arts. She enjoys photography, theater, music and "Italian anything." A recently certified scuba diver, she has also been published at Poetry.com where she won the Editor's Choice award. *srose@macworld.com*

A book author and member of the editorial staff at MacFixit.com, **Dan Frakes** is now a senior editor at *Macworld* and reviews editor for PlaylistMag.com. A graduate of the University of California/Los Angeles, he holds a B.A. in sociology and an M.A. in public policy. *dfrakes@macworld.com*

IDC Argentina has hired **Juan Pablo Seminara** as a senior analyst, Servers & Storage Research. He was previously a marketing intelligence analyst for IBM Argentina. Juan will receive his undergraduate degree in information systems later this year. Outside the office he is an instructor for the International Chess Federation. *jseminara@idc.com*

IDC Mexico has hired **Nadia Becerril** as an analyst, Personal Systems. She was previously a marketing manager at Continental Automotriz, Mexico's leading Chrysler dealer. She holds a B.A. in communications science from ITESM Campus Toluca and is currently studying for an M.A. in administration. She enjoys studying different cultures, religions and philosophies "in order to get a better understanding about myself, the world and humankind." *nbecerril@idc.com*

IDC Mexico has hired **Vanessa Amaya** as an IT Services analyst. Previously a process consultant with Net&Services Trantor, she holds a degree in computational systems engineering from Guadalajara's Autonomous University. She enjoys movies and reading and is a member of Rotary International. *vamaya@idc.com*

IDC West in San Mateo, Calif., has hired **Rene Hinojosa** as an account executive with its Software group. He was previously a deputy director of business development with the Japan External Trade Organization and holds a master's degree in public administration from the Monterey (Calif.) Institute of International Studies. He enjoys hiking, scuba diving and snowboarding. *rhinojosa@idc.com*

Stephanie Gelston joins CXO Media in Framingham, Mass., as senior editor of *CMO*. She was previously assistant business editor for *The Boston Globe*, where she edited the career and workplace section, *BostonWorks*. Stephanie has a B.S. in journalism from Boston University. The proud mom of Sam, "a beautiful 19-month-old," she enjoys gardening and cooking. *sgelston@cxo.com*

Also at CXO Media, **Matthew Goebel** has signed on as associate art director. He was previously art director at Advanstar Communications, where he orchestrated two successful redesigns that won 10 design awards. He has a B.A. in journalism from Michigan State University and makes time for kayaking and renovation projects. *mgoebel@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

WinSEC 2004
An IDG World Expo event
Nov. 15
Marriott Minneapolis Airport
Minneapolis
www.winsec2004.com

WinSEC 2004
An IDG World Expo event
Nov. 18
Hilton Arlington & Towers
Arlington, Va.
www.winsec2004.com

Mobility Conference 2004 UK
Nov. 23
Institute of Directors
London
www.idc.com/getdoc.jsp?containerId=IDC_P7989

Macworld Conference & Expo
Jan. 10-14
Moscone Center
San Francisco
www.macworldexpo.com

Context
An IDG World Expo event
Jan. 12-14
Moscone Center
San Francisco
www.contextconference.com

IDC Outsourcing Forum West: Moving From Efficiency to Competitive Advantage Through BPO
Jan. 24-25
Hyatt Regency
Embarcadero Center
San Francisco
www.idc.com

CIO Perspectives on Enterprise Value and the CIO Enterprise Value Awards
Feb. 6-8
Fort Lauderdale, Fla.
www.cio.com/conferences

Send event information to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Lene Sekjær *IDG Denmark*

18
Jose Luis Diaz *IDG Spain*
Sergio Saenz *IDG Spain*

16
Donna Fraser *IT World Canada*

15
Sandy Wong *PC World*

14
Natalia Parron *IDG Spain*
Ron Milton *Computerworld*

13
Johan Egging *IDG Netherlands*
Penny McConnell *IDC Canada*
Michael Siggins *CXO Media*

12
Dawn Kezer *InfoWorld*

11
Dick Heiman *IDC*

9
Fay Harward *IDG U.K.*
Carol Sliwa *Computerworld*

8
Wolfgang Schlichting *IDC*
Mario Morales *IDC*
Denise Pappalardo *Network World*

7
Åsa Granqvist *IDG Sweden*
Jacqueline Dendievel *IDG*

6
Amy Kelley *IDC*
Michael Cole *IDC*

5
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Lisa Fels Echavarria *IDC*
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Mary Jane Donnelly *IDC*
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Jeanne Capachin *Financial Insights*
Jin-Chul Kim *Financial Insights*
Linda Breisch *Financial Insights*
Bill Bradway *Financial Insights*
Patricia Henderson *IDC*
Karen Holt *IDC*
Eugene Henderson *IDC*
Gordon Sims *IDC*
Laura Brisbee *IDC*
Louise Revers *IDC*
Addison Snell *IDC*
Judith Hanover *IDC*
Zoya Zvagin *IDC*
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Christina Tan Wanklyn *IDC New Zealand*
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Matthew Egan *PC Advisor*
Jennifer Moberg *Network World*
Annmarie Allen *IDC*
Mindy Hogan *CXO Media*
Christian Schmidt *IDG Germany*

One on One

continued from page 3

Fortunately, IDC has been present in India for over 20 years through an agency and is now the largest IT market research firm in India. So, we have a good understanding of market trends and opportunities in the IT field in India.

Q **I understand that you gave a speech at the recent Worldwide Managers Meeting in Beijing describing the rate at which IDG should grow in online services and in information content sales over the next 15 years. Could you share these goals with us?**

A I would be happy to!

One of our key goals is to increase the percentage of IDG's advertising/marketing communications revenue that comes from online services from 13% this year to 80% in 2020. We expect to reach 50% by 2008. We can accomplish this by making sure that our Web sites provide the most timely, trusted and useful information to help IT buyers make decisions about what to buy and where to buy it. We also want to be a world leader in providing qualified sales leads to the IT industry via Web surveys, Web search and visitor requests at decision-support sites for IT buyers. We want to be a world leader in providing e-newsletters, webcasts and electronic publications to IT buyers. Lastly, we want to be a global leader in providing this decision-support information via broadband wireless mobile devices so our customers can access our information 24 hours a day, seven days a week, anywhere in the world.

Our second core strategy is to increase the percentage of our revenue that comes from information sales from 35% this year to 75% by 2020. We can do that by continuing the rapid growth of companies like IDC, which provide decision-support information for IT industry executives. Also, IDC is rapidly expanding in its strategy services for corporate executives by vertical markets through its Insights programs that now include Financial Insights and Life Science Insights. Additional Insights programs are now being started for manufacturing, transportation, government, etc. We also want to be the world leader in organizing peer-to-peer experience exchange programs, such as the CIO Executive Council.

And, lastly, knowing that the value of our information to our users increases each year, we need to increase our publication subscription and single-copy prices and provide the most important information in our on-line information services only to paying customers.

Let us hear from you!

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

celebrating 10!

Name
Sun Ding

Home
Beijing

Joined IDG
September 1993

Career path
1993-1996: Editor of *PC World China*; established the Test Center for PCW China and the China Comptuerworld group as well as a market survey system for *China Computerworld*. 1996-2001: Chief of online service of *China Computerworld*; established the online service of *China Computerworld* and set up the *China CW* Web site. 2001-present: Deputy Editor-in-chief of *China Computerworld*

Responsibilities
I am in charge of three sections of *China Computerworld*: Products and Technologies, Network and Telecommunications, and Applications and Solutions, as well as the CIO Club.

What's kept you at IDG for 10 years?
Its corporate culture and broad vision.

Most challenging part of your job
Trying to anticipate changes in technology.

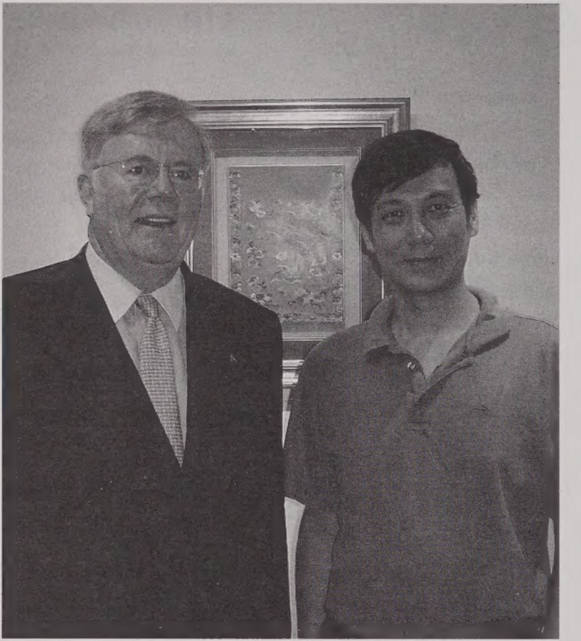
Best part of your job
Proving that I am a useful person to society.

Moment at work you will never forget
The publication of my article, "The Story of Huangyangchuan," last year showed what a great, positive impact technology can have on society. The story tells how a vocational school in a poverty-stricken area in Gansu Province, northwest China, made the transition from traditional teaching methods to using computers, including Internet access, in the classroom.

What skill would help you do your job better?
Have a better understanding of how publications such as *Computerworld* in the U.S. work on story planning, topic selection and improving reporting methods.

Interests outside the office
Reading all kinds of books.

Family
My wife and a 14-year-old daughter.



*IDG Chairman **Pat McGovern** hosted China Computerworld's **Sun Ding** at a recent celebration marketing his decade of service to the company.*

If you won the lottery tomorrow, you would...
Conduct research comparing human behavior with animal behavior.

Favorite vacation spot
Sichuan Province in southwest China.

Retirement dreams?
I'll find a tranquil place to write.

Manager's profile
"Sun Ding has been involved in reporting and editing technical news and tracking the IT industry for a long time. He is the founder of the Testing Center of Products and Technologies as well as one of the founders of the online services section of the CCW group. Mr. Sun is a great thinker and has a great interest in IT industry trends and developments. He has made many special contributions to the CCW group."

— Liu Jiuru, vice president and editor-in-chief,
China Computerworld Publishing & Servicing Co.

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Sophie Pietras *IDG Italy*
Dave Reeder *CPI*
Karen Ren *IDG China*
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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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IT World Canada launches World Expo business

Partnership with IDG World Expo will facilitate debut of first two expos

IT World Canada is aiming to stake out a larger claim in the events business — with some help from colleagues south of the border. The company has announced the formation of IT World Expo Canada and has entered into a partnership with Framingham, Mass.-based IDG World Expo to acquire two expositions from Plum Communications, Inc. of Toronto. The two events — Real World Linux and Real World Networks — will be rebranded as LinuxWorld Conference & Expo and NetworkWorld Conference & Expo and will debut April 18-20, 2005, at the Metro Toronto Convention Centre.

> *"We feel now is a good time to place a stake in the ground in a far bigger way and by partnering with IDG World Expo and leveraging their expertise, we can hit the ground running."*
>
> *— Andy White*

Plum Communications has been retained under a management contract to assist in producing the two events.

"Events have become a far bigger part of our business over the last couple of years," said **Andy White**, president & COO of IT World Canada, who noted that his company has been producing smaller, more targeted events for a number of years. "We break our event offerings into three categories: government events, produced by our government division; events of 'opportunity' such as our Frankly Speaking breakfast briefings, which are produced by our publications; and larger, annual trade show-type events and conferences that will be the focus of our new company," he explained.

White said the time is right for this aggressive move into the large exposition arena. "We've seen a lot of the larger local events companies failing in

continued on page 5

IDG Bulgaria adds *Digital World* title to lineup

IDG Bulgaria last month joined the growing group of IDG business units targeting the burgeoning consumer electronics market with the Oct. 7 launch of *Digital World*.

АУДИО ВИДЕО ФОТО КОМУНИКАЦИИ
PC WORLD
Digital World
ЦИФРОВА ТЕЛЕВИЗИЯ
ФОТОАЛБУМ В ТЕЛЕВИЗОРА
ДИГИТАЛИЗИРАНЕ НА АНАЛОГОВИ ФИЛМИ

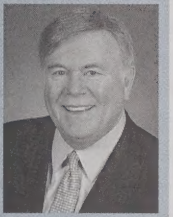
The bi-monthly publication, which will be distributed every other month with the monthly *PC World Bulgaria* both on the newsstand and to subscribers, generated strong support from both readers and advertisers during its three-month trial period when it appeared as a supplement to *PC World*, according to IDG Bulgaria General Manager **Bisser Boev**.

While the first issue was produced by the staff of *PC World*, Boev said that he has hired a new managing editor, **Deyan Dyankov** (from the only local competitor in the market — the more lifestyle-oriented *Hi-Comm* magazine), to help with future issues.

To boost interest among newsstand buyers, 3,000 copies of the new publication came bundled with a DVD featuring *Gangs of New York* and a cover price of 4 Euros (US$5.15). The other 7,000 issues featured a CD-ROM offering free and trial copies of software.

PC World and *Digital World* have a circulation of 10,000. A companion Web site for *Digital World* is planned for December. In addition to *PC World* and *Digital World*, IDG Bulgaria also publishes *Computerworld* and *Network World*. For more information, contact Bisser Boev at bisser_boev@idg.bg.

Pat McGovern to receive Lifetime Achievement Award from MPA



McGovern

IDG Chairman **Pat McGovern** will be honored with a Lifetime Achievement Award from the Magazine Publishers of America (MPA) at an awards ceremony on Jan. 26 at the Waldorf-Astoria Hotel in New York.

"Pat McGovern has combined his belief in the power of technology with his vast knowledge of publishing to create a powerhouse company that is a leading global provider of news, information and research about information technology," said Nina Link, president & CEO of the MPA, in announcing the award.

McGovern becomes the 51st recipient of the Henry Johnson Fisher Award, established in 1964 to recognize individuals who have made significant and longstanding contributions to the magazine publishing industry and society and who have demonstrated extraordinary leadership, skill and understanding in support of the industry. McGovern joins a long list of industry luminaries to be so honored including William Kerr, Meredith Corp.; Hugh Hefner, Playboy; Richard Smith, Newsweek; Walter Annenberg, Triangle Publications; and Malcolm Forbes, Forbes, Inc.

To see a complete list of past winners, visit www.magazine.org/events_and_seminars/awards.

in brief newsworthy

September profit margin report

Each month, *IDG World Update* publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central at www.idgcentral.com. If you do not have a login and password for the site, you may request one on the home page.

CW/IW publications

1. *Business World* (Czech Republic)
2. *Computerworld Italia*
3. *Computerwoche*
4. *China Computerworld*
5. *Le Monde Informatique*

PC World publications

1. *PC World Bulgaria*
2. *Mikrodatorn* (Sweden)
3. *PC World Czech*
4. *Australian PC World*
5. *Computer Totaal* (Netherlands)

Macworld publications

1. *Macworld* (U.K.)
2. *Macworld* (U.S.)
3. *Macworld Espana*
4. *MacWorld* (Sweden)
5. *Macworld Italia*

CIO publications

1. *CIO France*
2. *CEO & CIO* (China)
3. *CIO (Australia)*
4. *CIO (U.S.)*
5. *CIO (New Zealand)*

Networking publications

1. *China Telecom World*
2. *Network World Italia*
3. *Network World (Japan)*
4. *China Network World*
5. *Nettverk & Kommunikation (Norway)*

Reseller publications

1. *Distributique (France)*
2. *China Computer Partner World*
3. *Australian Reseller News*
4. *ComputerPartner (Germany)*
5. *ComputerPartner (Netherlands)*

Games publications

1. *GamePro Germany*
2. *GameStar Germany*
3. *GameStar Hungary*
4. *GamePro U.S.*
5. *GameStar Czech Republic*

Computerworld Hong Kong relocates

IDG's publishing partner for *Computerworld Hong Kong* has a new address as of Oct. 25:

Advanstar Asia Limited
501 Cambridge House
TaiKoo Place
979 King's Road
Quarry Bay, Hong Kong

Tel: +852-2559-2772
Fax: +852-2559-7002
e-mail: info@telecomasia.net

All individual contact numbers will remain the same.

PC World product line presentations are on IDG Central

Presentations from the PC World Global Product Support Center meeting Oct. 21-22 in San Francisco are now available in the Global Meetings section of IDG Central (www.idgcentral.com). Among the offerings: IDG CEO **Pat Kenealy**'s keynote address, Best Practices ideas, a *Digital World* panel and breakout sessions for editorial, sales and online functional areas.

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

Briefly noted

Macworld Conference & Expo will remain in Boston next July but will relocate from the Boston Convention & Exhibition Center, where it was that facility's first major event when it opened last July, to the Hynes Convention Center. While venue size is a contributing factor, the change has more to do with convenience and atmosphere, according to **Warwick Davies**, group vice president at IDG World Expo. *warwick_davies@idg.com*

As reported in a recent Sam Whitmore Media Service (SWMS) report, **CIO magazine and InfoWorld scored well** in a research study of 169 readers of IT and business publications fielded by the PR and analyst relations arms of Hill and Knowlton and Blanc & Otus. The study was designed to gauge the sources of buying influence in the IT marketplace. The publications were ranked second and third, respectively, among C-level and VP-level executives responding to the question: "Which of these technology publications do you read regularly?" (To see the full SWMS report, see this column on IDG Central.)

IDG Chairman Pat McGovern is one of a handful of local and foreign magazine publishing executives who will address attendees at the 2004 International Magazine Conference in Taipei, slated to open Nov. 15. Participants will focus on the expanding Asian magazine market and its challenges. The third annual conference will take place at the National Taiwan Science Education Center and is being organized by the Magazine Business Association of Taipei.

IDG New Zealand will launch that country's first Home Entertainment Expo showcasing the latest home entertainment products and services. The show is slated to take place Oct. 7-9, 2005, and will feature both the products and systems that are fueling growth in the home entertainment arena as well as the furniture, lighting, smart wiring and overall design that makes up the complete home entertainment experience, according to **Bob Pinchin**, managing director of IDG New Zealand. *bob_pinchin@idg.co.nz*

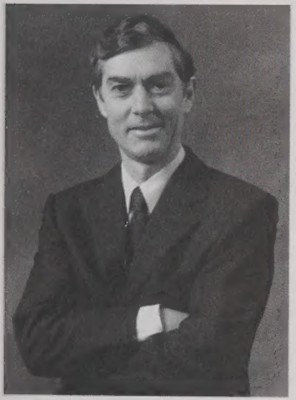
CXO Media Senior Editor Scott Berinato was named to *Min Magazine*'s yearly round-up of the 21 Most Intriguing People. The profile, which appears in the recently published annual issue, reads in part, "Because, in an age of deteriorating editorial standards, spoon-fed celebrity coverage and the Jason Blairism of journalism, four-time Jesse H. Neal winner Scott Berinato is the poster child for how to do it right."

Berinato

IDG has signed a license with Athens-based IT Publications Hellas Ltd., for a Greek version of PC World. *PC World Greece* will debut in late December or early January and will appear monthly, with a combined July/August edition, according to IDG International Publishing Services Vice President of Licensing **Jim Sullivan**. *jim_sullivan@idg.com*

one on one the interview

Kirk Campbell
The president & CEO of IDC is this week's guest columnist. Reach him at kcampbell@idc.com.



> *"The technology market environment remains challenging for FY 2005 with customers seeking to reduce expenses and obtain more for less money. Nevertheless, IDC has strong products and many excellent growth opportunities, so we expect to find ways to grow our revenues and profits again in FY 2005."*

Q How were IDC's FY04 financial results and how do things look for FY05?

A We are pleased with IDC's FY 2004 financial results. IDC once again achieved record highs for both revenues and profits. IDC's total revenue topped the $225 million mark for the first time. Research products constitute 65% of total revenue, followed by consulting (27%) and events (8%). Total IDC vendor business profits (excluding our Insights investments) reached a record $35 million, up over $4 million from the prior year. IDC's profit margin in FY 2004 set a new record of 16% excluding Insights and 13% including Insights. These excellent business results were achieved because of the high-quality work and excellent customer service provided by IDC employees throughout the year. The technology market environment remains challenging for FY 2005 with customers seeking to reduce expenses and obtain more for less money. Nevertheless, IDC has strong products and many excellent growth opportunities, so we expect to find ways to grow our revenues and profits again in FY 2005.

Q How is IDC's competition doing?

A No so well. Gartner continues to implement regular company restructurings, which usually result in employee layoffs. Gartner's revenues are flat this year if you leave out the impact of exchange rates. Their profits are decreasing by 25%. Forrester is reporting a 5% revenue increase leaving out foreign currency effects. However, Forrester is unable to achieve profitable growth and is losing money. Meta Group also is unable to achieve profitable growth and is losing money again this year. By comparison, IDC is highly profitable and gaining market share versus our main competitors with revenues increasing by about 7%. IDC's ongoing business profit margin is four times higher than Gartner, the nearest competitor.

Q Do you envision any other country offices coming on board in 2005?

A Yes, IDC only has offices in about 50 countries around the world, so there are still many new territories to conquer. The challenge is to make certain that we enter new countries when there is enough local business to support an IDC research business. This past year was quite active with IDC opening up new offices in Austria, Thailand, the Philippines and Peru. Just last month we officially launched our new research business in Argentina [see page 5]. IDC definitely will open up during 2005 new country offices in key emerging regions including Asia, Eastern Europe, the Middle East and Latin America.

Q What is the FutureScan Index, who uses it, and how does it benefit IDC?

A IDC's FutureScan is a forward-looking set of monthly metrics of potential IT spending. It combines demand-side and supply-side variables, including survey data from CIOs and business executives, forecasts of vendor revenues and macroeconomic indicators (more detailed information is available on IDC.com). FutureScan is used by IDC clients and others including the press as an early warning of potential changes to the IT market outlook. This critical information can help them avoid surprises in their internal planning. By combining demand-side and supply-side information, IDC's index provides a balanced view unavailable from surveys, Wall Street, or economists alone. FutureScan's benefit to IDC, besides as a check for our own forecasts, is as a display of the comprehensiveness with which we forecast markets. FutureScan serves to remind our clients that IDC utilizes multiple inputs — demand-side, supply-side and macroeconomic — in forecasting IT markets. By publishing monthly we can reinforce that message continually.

Q Has there been more of a deliberate effort on the part of IDC in recent months to partner more closely with IDG business units?

A Yes, IDC is increasing its efforts to partner more closely with IDG. We often participate in joint research and conference initiatives with IDG business units and have several of these underway, such as working with *CMO* magazine on a CMO conference, IDG Italy on a CIO conference, and a joint research product with *PC World* (U.S.).

In addition, we are increasing our partnership efforts focused on jointly serving the marketing needs of clients who want analysis from IDC paired with world-class media services from IDG. IDC EMEA has had a long-standing business development relationship with IDG. This past spring we began increasing our joint business development efforts in North America and are already showing positive and measurable results. In addition to recent successes with HP and Intel, for example, we are in active discussions with various IDG business units about additional client opportunities and pre-packaging some ongoing lead development programs. We are excited by the widespread interest across IDG in bringing our respective strengths to client engagements. For more information on these joint business development initiatives the best contact at IDC would be Group VP **Clare Gillan** at cgillan@idc.com.

continued on page 7

Coming up

Mobility Conference 2004 UK
Nov. 23
Institute of Directors
London
www.idc.com/getdoc.jsp?containerId=IDC_P7989

Asia/Pacific IT Infrastructure Vision
Nov. 24
New Delhi, India
www.idc.com

IT Roadmap/Future Vision
Nov. 30
Sheraton Framingham
Framingham, Mass.
www.networkworld.com

IT Roadmap/Future Vision
Dec. 2
Crowne Plaza San Francisco Airport
Burlingame, Calif.
www.networkworld.com

IT Roadmap/Future Vision
Dec. 14
Renaissance Dallas-Richardson Hotel
Dallas, Texas
www.networkworld.com

IT Roadmap/Future Vision
Dec. 16
Hyatt Woodfield
Schaumberg, Ill.
www.networkworld.com

Macworld Conference & Expo
An IDG World Expo event
Jan. 10-14
Moscone Center
San Francisco
www.macworldexpo.com

Context
An IDG World Expo event
Jan. 12-14
Moscone Center
San Francisco
www.contextconference.com

IDC Marketing Performance Measurement Summit: For Business-to-Business Marketers
Jan. 19
Embassy Suites Hotel
New York
www.idc.com

IDC Outsourcing Forum West:
Jan. 24-25
Hyatt Regency Embarcadero
San Francisco
www.idc.com

Fifth LinuxWorld Germany draws multinational audience

Nearly 15,000 Linux users from 24 countries looking for open-source products and ideas came to the fifth annual LinuxWorld Conference & Expo held last month in Frankfurt, Germany. The event is produced by longtime IDG partner K+S under contract to IDG World Expo Germany.

Floor space was increased 20% over last year due to a record number of exhibitors (150), including IBM, Hewlett-Packard, Sun Microsystems, Veritas, Novell, Red Hat and, for the first time, Microsoft. New conference sessions included "Linux for Small- and Medium-size Enterprises" and "Open Source in Health Care."

IDG Germany publications served as media sponsors for the three-day show. *Computerwoche* produced 110,000 copies of a 20-page special issue focusing on Linux, called "Computerwoche Compendium: Linux In Enterprises," that included a show guide and user stories. One hundred thousand copies were distributed with *Computerwoche* and *CIO Germany* and mailed to the LinuxWorld attendee database. The last 10,000 copies were placed in the LinuxWorld show bag. *PC-WELT* also produced a Linux special issue, offering a free guest ticket with each issue.

Attendees at this year's event said they were looking for concrete open-source stability and security solutions, according to LinuxWorld Frankfurt Show Director Antje Kaeppel. While last year almost 60% of the show's audience came primarily for an overview of the Linux market, she said, this year the same percentage of visitors said their chief interest was increasing their knowledge of Linux; 65% came to learn what is new on the market.

(L-R); Jesus Villasante, head of Unit Software Technologies and Distributed Systems, European Commission and LinuxWorld keynote speaker; Brigitte Solbach, managing director, K+S and LinuxWorld Frankfurt; ***Josef Lohner****, managing director, IDG World Expo Germany;* ***Wafa Moussavi-Amin****, regional business manager, IDC Germany.*

An exhibition survey showed that 86% of visitors had professional backgrounds, 36% were executives and 33% were involved in the decision-making process regarding IT investments. Employees of medium-size companies dominated with 62%, and companies with more than 500 employees made up 26% of visitors; 55% were first-time attendees.

Visitors to the European Banking and Insurance Fair (EBIF), which has been held with LinuxWorld since 2001, took advantage of the events' proximity to pay a visit to the LinuxWorld. According to visitors and exhibitors, both shows greatly complemented each other, since with the prevalence of worm and hacker attacks aimed primarily at Windows-based computers, more banks and insurers are considering using Linux, which is not often a target.

"From our perspective the cost side is also important because some of the additional expenses for signage in the fairground and for some facilities can be shared with the organizer of the EBIF, which increases IDG's profit," Kaeppel said.

The 2005 edition of the LinuxWorld Conference & Expo will be held from Nov. 15-17 at the Frankfurt Trade Fair Center. For more information contact Antje Kaeppel at akaeppel@ksmesse.de or go to www.linuxworldexpo.de.

Grammar tips abound on IDG Central's Writing Workshop section

Each week the Writing Workshop section of IDG Central (www.idgcentral.com) presents a new topic. Here is an excerpt from this week's topic, Trouble With Absolutes, written in the inimitable style of longtime *PC World* Senior Copy Edtior **Steven Gray** and former employee **Barbara Lewis**:

An absolute word — such as "perfect," "unique," "ubiquitous" — describes a condition that doesn't submit to degrees of comparison without losing its comprehensibility. Careful writers and editors recognize the special character of absolutes and avoid using them in settings that call for degrees of magnitude.

In the wrong hands, a modified absolute may be the least of a sentence's problems.

Example: "Eventually, Pewlett-Hackard would like to use technologies such as grid computing to enable computing to be performed in the most ideal location on a global basis."

Ideal" (an absolute) doesn't function in logic the same way "convenient" (a comparative) does. A rubber-band delivery service may be "marginally convenient," but reason rebels at the assertion that it might be "marginally ideal." Thus, as part of a broader effort to overhaul our blighted example, we shift the modifier for "location" from absolute to comparative:

Correct: "PH hopes eventually to use technologies such as grid computing to enable users around the world to do their computing in the most convenient location."

IDG

November 15, 2004

Application Development and Support Analyst (CWI)

Computerworld is seeking an Application Development and Support Specialist to join our IT department. This position will support and maintain the internal applications used to run our business, such as content management, sales force automation and CRM. The ideal candidate will have strong communication, organization and customer service skills. Experience in the print publishing business using Quark is a must. 2-4 years of programming experience is also required. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Network & Desktop Support Specialist (CWI)

The Network and Desktop Support position offers an exciting opportunity to join the Computerworld IT team, supporting employees on PC's and Mac's, running various applications such as Lotus Notes email, content management, sales force automation and CRM. The ideal candidate will have strong communication, organization, troubleshooting and customer service skills. Lotus Notes administration, creation of ID's and address book maintenance experience is required. 3-5 years experienced in network support, desktop and network printer support, knowledge of Windows 2000, XP, TCP/IP, DNS, DHCP and Office 2000 and 2003, remote access and VPN are all required skills. Experience in supporting Mac's is a plus. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Sr. Application Development Manager (CWI)

Computerworld has an exciting opportunity in the IT group for someone with a strong software development background who also possesses excellent leadership, communication and organizational skills. This person will interact internally with all functional departments, managers and staff and externally with software vendors. Candidates should bring a minimum of 8-10 years of development experience, experience managing technical staff and a high energy level. Demonstrated project management of large projects is required. The ability to evaluate, procure and implement software tools, services and packages is a must. Experience in a publishing, or publishing related field is a plus. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Analyst, Worldwide Enterprise Tracker (IDC)

The Tracker Analyst position at IDC provides a unique opportunity to work closely with the Enterprise (server, storage, software, security) research teams around the world to streamline data processes, as well as to develop new techniques for both delivering and analyzing key data. This role will afford an analyst the unique opportunity to learn about this industry from the ground up. The analyst will develop collaborative working relations with U.S. and IDC regional analysts as well as the vendor, end-user and financial communities. Key responsibilities include: assisting in the delivery of the six Tracker products to clients quarterly, ensuring the data has the highest level of quality and integrity through data analysis and reconciliation, analyzing vendors' quarterly financial statements to increase market awareness, and providing input in our database/application development efforts. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Market Development Manager (IDC)

IDC is seeking a dynamic, cross disciplinary marketing professional with demonstrated business and market development experience to drive revenue for a diverse portfolio, and contribute to the development of a growing marketing team. The individual will work closely with sales and marketing teams, management, prospects/clients and analyst teams to develop, implement and manage overall market development and sales growth strategies and plans for new and existing products and professional services within the hardware research group, as well as build and negotiate strategic channel partnerships to grow business and market reach. The individual will be joining a team of marketing professionals within the Information Infrastructure, Enterprise Computing and Worldwide Trackers & Forecasters teams (includes Storage, Server, Networking, Security and other technology and solution areas) and will also be connected to a network of marketing professionals across IDC. For more details, please visit idc.com. ***Location: Framingham, MA***
Contact: Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Director of International Accounts (IGS)

Rapid growth and the ever increasing emphasis by IT vendors on global marketing present the opportunity for an international advertising sales position in the Eastern US region. IDG Global Solutions utilizes IDG's global resources to assist leading IT companies build brand recognition by developing globally integrated marketing programs via IDG's print, online and exposition products worldwide. This individual will design and implement global sales strategies to generate revenue by maximizing ad sales and market share and will be responsible for representing the advertising sales interests of over 350 indigenous IT magazines and newspapers across 85 countries. Candidates for the position will be on the front line reinforcing IDG as the world's largest and most successful provider of information services and must, therefore, have proven ability to manage multiple priorities in an extremely time sensitive, fast paced multi-tasking sales environment. Candidates preferably should combine a minimum of 3-5 years of international sales, international marketing or outside space sales experience for a major computer publication. International diplomacy and excellent communication skills are a must. Foreign language ability a definite plus. ***Location: Massachusetts, New York***

Contact: J. McKaughan, Fax: 508-988-7972, Email: jljobs@idg.com

Director of Business Development, Events (NWI)

Network World is looking for an experienced executive to guide events and business development efforts for its conference group. The director of business development will be responsible for helping grow and improve Network World's existing events, including enhancing the audience and sponsor experience, developing business partnerships to improve sales and audience development, and developing new formats, content and moderators. The director of business development will also be the point person for developing new events, taking ideas from the drawing board to reality to generate new revenue streams. The director of business development, events will be responsible for establishing and managing an Events Advisory Board that will provide strategic direction on topics, format and business opportunities, and must be able to handle high-level presentations to sponsors and potential business partners. An ideal candidate will have a track record of success in launching events and in developing strategic business relationships. Strong financial/P&L experience, along with solid management skills are assets. ***Location: Southborough, MA***

Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Marketing Event Specialist (NWI)

The Events and Executive Forums team at Network World is looking for a Marketing Event Specialist to project manage and execute multiple marketing campaigns for Network World events, including one-day technology tours and custom events. The Marketing Event Specialist will also execute email promotions to executive forum conferences and webcasts. Specific duties include promotional management of both print and electronic marketing deliverables. The ideal candidate will have 4 years experience in high-tech direct response marketing with specific skills in direct response marketing. Excellent vendor and project management, oral and written communication skills are a must. ***Location: Southborough, MA***

Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Sales Assistant (NWI)

Network World is seeking an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of the regional sales managers in our Devon, PA and Atlanta, GA offices. You will utilize your superior customer service skills in developing ongoing relationships with our clients - fulfilling requests and at times scheduling meetings. You will also be responsible for putting together proposals, data base management and compiling research information for the sales managers as well as various projects. This position will call upon your extraordinary organizational skills in addition to your impeccable attention to detail. Excellent communication and customer service skills a must. 3-4 years of previous experience in a sales environment, and familiarity with Microsoft Office, Lexis-Nexis and SalesLogix software preferred. ***Location: Devon, PA***

Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

IDC opens first wholly owned subsidiary in Argentina

IDC officially opened its newest Latin American subsidiary late last month with a dinner and kickoff event for major customers in Buenos Aires. IDC has had a presence in the country since 1994 through a series of partnerships with independent companies.

This year, Argentina reclaimed from Colombia its No. 3 rank in the region's IT market, with a 7% share, behind Brazil and Mexico. "It's critical that we have a strong presence here, not only for today, but to position ourselves for future growth," as the country emerges from economic difficulties, said IDC VP/Latin America **Eric Prothero**. IDC expects Argentina to have the largest IT growth in the region in 2005, he added.

Market facts

According to IDC, the Latin American IT market is expected to grow 10.6% this year after declining for the last three years. The Latin American IT market has reached US$25 billion, with Brazil accounting for 42%, followed by Mexico with 37% and Argentina with 7%.

IDC also has subsidiaries in Brazil, Mexico and Peru, with agency offices in Chile, Colombia and Venezuela.

On Oct. 27, 17 top executives from major global companies and local vendors mingled with IDC staff from the region during a reception and dinner at a historic residence. The next day, close to 110 customers came to the Buenos Aires Hilton for a breakfast and market overview. IDC Senior VP/Strategic Planning **Gigi Wang** reviewed global IT trends; Prothero positioned the IT and telecom markets in Latin America; and IDC Argentina Director/Research & Consulting **Alejandro Oliveros** talked about Argentina's small- and medium-size business market and discussed IDC's plans for the next year.

More than 35 journalists later participated in a lunch and press conference.

Líder mundial en conocimiento para TI
presente en el mercado argentin

IDC Argentina Director/Research & Consulting ***Alejandro Oliveros*** *talks about the company's plans for the comping year during a press conference last month for 35 journalists in Buenos Aires.*

Oliveros most recently served as director of IT research and consulting for IDC's representative company in Argentina, Trends Consulting, a role he held for eight years. Prior to Trends, Oliveros had served as CIO for several companies and was in charge of the IT undergraduate and graduate studies at the University of Belgrano. Today he serves as a professor in the software engineering master's degree program at Universidad de La Plata.

Seven employees currently work at IDC Argentina; two more will be hired shortly.

Contact Alejandro Oliveros at aoliveros@idc.com. WU

IT World Expo Canada

continued from page 1

the past few years, but there are signs that the market is starting to come back. We feel now is a good time to place a stake in the ground in a far bigger way and by partnering with IDG World Expo and leveraging their expertise, we can hit the ground running."

The partnership also made sense from a resource perspective, White said. "Although we know our clients and market conditions here in Canada better than anyone, we believe that larger, annual events require dedicated resources and expertise to be truly successful. There is also a larger and longer financial commitment needed for these kinds of events, and partnering with IDG World Expo to share this risk and learn from their expertise seemed a smart business move."

Of the decision to acquire the two existing shows from Plum Communications, White noted, "The choice was either to launch a new LinuxWorld conference against Real World Linux, or try to take advantage of their existing track record. They were also in the process of adding a networking element, and of course we had the Network World brand. It just made more sense to cut a deal." The management contract with Plum Communications, provides IT World Expo Canada with the core team needed to produce the two expos and IT World Canada's logistics team will provide support as the events near, White explained.

White said he and his team will continue to evaluate all of the current events produced by IDG World Expo in the U.S. to determine which, if any, might be a fit for the Canadian market. "After that, we will explore what other event opportunities might be unique to our market."

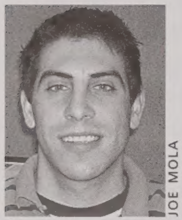
For more information, contact Andy White at awhite@itworldcanada.com. WU

noteworthy people

IDG WORLD UPDATE

Korse

Hak


JOE MOLA

Longval

JOE MOLA

Fost

JOE MOLA

Johnson

Promotions

IDG World Expo President **David Korse** has been named president & CEO of World Expo. Korse joined the company in June 2003, bringing with him more than 20 years of experience in the technology trade show business. "David's promotion recognizes both his first-year accomplishments at IDG World Expo, and the speed with which he has fit into his peer group of IDG business unit leaders," said IDG CEO **Pat Kenealy**. "I'm especially pleased with the stability and systems he has brought to World Expo and with the new event pipeline he and his team have developed in the last 12 months," Kenealy added. Prior to joining IDG, Korse was president & CEO of Imark Communications, an international integrated media firm specializing in the production of business-to-business IT trade events. He has also held posts at the Institute for International Research Exhibitions and Reed Exhibition Companies. *david_korse@idg.com*

New employees

IDC West in San Mateo, Calif., has hired **Jerry Weltsch** as manager, Hardware Consulting. His two most recent positions were account executive, High Technology Practice, with Socratic Technologies and principal analyst with Frost & Sullivan's Aerospace & Defense Research Group. He holds undergraduate degrees in history and Middle Eastern studies from the University of California/Santa Cruz, an M.A. in international affairs from American University in Washington, D.C., and is currently pursing a certificate in marketing from the University of California/Berkeley Extension Program. He enjoys biking, reading and playing Ultimate Frisbee. *jweltsch@idc.com*

Chheng Hak joins IDG International Publishing Services in Boston as office/finance administrator, coming from Jacky's Galaxie Restaurant where she was a hostess and bartender. She earned a B.S. in business administration with a focus in marketing from the University of Rhode Island and enjoys exercising, tennis, volleyball and drawing. *chheng_hak@idg.com*

IDC has hired **Peter McStravick** as a senior research analyst with its Learning Services group in Framingham. He was previously manager of faculty support services at Worcester (Mass.) Polytechnic Institute. He holds a B.A. in applied arts from Ryerson University in Toronto, a B.A. in education from the University of Toronto and an M.A. in education from the University of Ottawa. He enjoys baseball and ran the New York City Marathon (his first) last year. *pmcstravick@idc.com*

Colin Longval is Computerworld's new sales program specialist. He was recently an account coordinator with Marenghi Public Relations and is a graduate of Miami (Ohio) University where he earned a B.A. in speech communications with a minor in marketing. Outside the office he enjoys photography, running and golf. *colin_longval@ computerworld.com*

Computerworld has hired **Joshua Fost** as director of its IT Leadership Council. He was previously chief technology officer for Colliers International and holds a B.A. in neuroscience and philosophy from Bowdoin College in Brunswick, Maine, and an M.A. and Ph.D. in neuroscience from Princeton University in Princeton, N.J. A watercolorist, he also enjoys theoretical neuroscience and linguistics research and recently published an essay in the MIT Press journal *Leonardo* on Herman Hesse's "Glass Bead Game and The Semantic Web." *joshua_fost@computerworld .com*

IDC has hired **James Tinney** as sales manager with its Global Financial Accounts department. He was previously VP, business development at Axiom Training and Consulting Services. He graduated from Clarkson University in Potsdam, N.Y., with a B.S. in accounting. In his free time he enjoys golf, fishing and playing with his two boys. *jtinney@idc.com*

Transfers

Sara Culley moves from her role as Mac Publishing's Western advertising director account director in Computerworld's San Francisco office. She holds a B.S. in environmental sciences from the University of Virginia, an M.S. in mathematics and physical oceanography from Oregon State University and was a United Nations Post-Graduate Fellow in geophysics at the Swiss Federal Research Institute. She and her seven-year-old daughter Ruby have been re-landscaping their yard with roses and butterfly bushes and "have a house full of pets that keep us busy. Other than that, just getting the laundry done and the groceries in the fridge is huge for us." *sara_culley@computerworld .com*

Jessica Taylor moves from her role as administrative assistant with the finance and tax department at IDG Corporate Services Group to a new position at IDG World Expo as conference coordinator. An avid Boston Red Sox fan and animal lover, she also enjoys reading, going to concerts and spending time with family and friends. *jessica_taylor@idg.com*

Timothy Johnson joins Computerworld's Strategic Programs and Events group as senior marketing specialist, coming from his role as marketing specialist with Network World's Events and Executive Forums division. He holds a B.S. in communications with a concentration in English from Boston University. A rapper and a DJ, his first DJ mix CD was reviewed in the current issue of *Urb Magazine*. He is also halfway to completing his first novel. *timothy_johnson@ computerworld.com.*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Fernando Rodriguez de la Fuente *IDG Spain*

17

Karin Lorenz *Computerworld*

15

Fernando Rodriguez *IDG Spain*

14

Don Seay *Network World*

13

Patrick Gorman *IDC*
Irene Ford *IDC U.K.*

12

Ellen Julian *Life Science Insights*
Grazyna Skibniewska *IDG Poland*

11

Adam Gaffin *Network World*

10

Seana Dowling-Guyer *IDC*
Piper Sheer *Computerworld*
Silvia Cardinale *IDG Italy*

9

Gillian Thompson *Macworld U.K.*
Steven Gray *PC World*
Peter Gremlin *IDG Sweden*

8

Denny Arar *PC World*
Henrik Svidén *IDG Sweden*
Makoto Obuchi *IDG Japan*

7

Jim Barrett *Computerworld*
Guy Dixon *PC Advisor*
Alain Ledoux *IDG France*
Sandra Andersson *IDG Sweden*
Meridith Levinson *CXO Media*

6

Kimberly Muri *IDC*
Bonnie Presti *IDC*
Tom Spring *PC World*
Kevin Railsback *InfoWorld*
Jason Meserve *Network World*
Jean Gimont *IDG France*
Teng Fang Yih *IDG Singapore*
David Rosenbaum *CXO Media*
Ellie Schwab *CXO Media*
Dawn Cora *CXO Media*

5

Thomas Richard *IDC*
Linda Rosencrance *Computerworld*
Iben Lillie *IDC Nordic*

4

Alex Slawsby *IDC*
John Richard Gole *IDC*
Jennifer Thorwart *IDC*
Rogier Voet *IDG Netherlands*
Nouara Aftis *IDG France*
Danielle Williams *IDC Nordic*

3

Cécile Pincet *IDG France*
Gábor Marosvári *IDC Hungary*
Simona Nardulli *IDG Italy*

2

Sander van de Graaf *IDG Netherlands*
Johan Eriksson *IDG Sweden*
Elissa Simpson *IDC U.K.*
Fung-Yee Tang *IDC U.K.*
Sureshpal Singh *IDC Singapore*
Mike Sager *IDC Australia*
Brad Hill *IDC Australia*

1

Rafaela Tiemi Rossi Gobara *IDG Brazil*
Kathleen Wilhide *IDC*
Jeanne Lee *IDC*
Mark Frischman *Mac Publishing*
Krista Jones *IDC Central Services*
Niki Dal Bello *IDC Canada*
Jorge López *IDC Mexico*
Nicole Ehrat *IDG Switzerland*
Brigitte Wansing *IDC Benelux*
Karsten Fogh Ho-Lang *IDC Nordic*
Eugene Wee *IDC Singapore*
Jesse Yu *IDC Hong Kong*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

Q To what extent does IDC conduct market research on consumer-oriented topics? Do you see any shift in adding more analysts to cover these areas? What consumer-style research areas are most in demand?

A IDC's reputation has historically been strong in both IT and telecom market research. IDC essentially entered the consumer research business over 20 years ago with the acquisition of Link Resources, which was later merged into IDC. Several years ago IDC expanded its worldwide consumer research to include comprehensive coverage of the gaming and video/TV markets plus began expanding its European and Asian consumer research. IDC recently has added analysts to expand coverage in consumer devices and services, specifically in home networking.

Demand for IDC's consumer research has grown tremendously, especially as technology moves to the edge of the network and gets integrated into affordable, compelling products. Broadband and home networking are key enabling technologies that drive more intelligence in consumer electronics while pushing entertainment functions into PCs. Our customers are looking to navigate this so-called convergence phase to determine appropriate solutions to bring to the market. Some of IDC's popular coverage areas include MP3 players and online music services, online gaming, digital TV, VoIP and IP video.

Q You were recently presented with the Chairman's Cup for the second consecutive year. The award is presented in recognition of overall management excellence. How would you describe your management style and to what do you attribute your success?

A I guess that the best analogy for my management style would be to compare the IDC CEO role to that of a conductor of an orchestra. My job is to direct the superb but diverse talent of IDC's employees to make certain that we are focused on our customers and providing them with pleasing offerings while at the same time supporting and developing the outstanding talent at IDC so that each individual employee achieves his or her full potential within the company. I attribute my success to a number of factors including 1) good luck, 2) participating early in my career in the monthly IDG financial review meetings so I understood what was a priority, 3) an experienced and outstanding management team and 4) IDC's employees, who are incredibly dedicated to providing quality research and excellent customer service. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman ***Pat McGovern*** *and IDG CEO* ***Pat Kenealy*** *will be passed along anonymously. Write to world_update@idg.com.*

celebrating 10!

Name
Xin Shumin

Home
Beijing

Joined IDG
January 1992

Career path
Editor, *Electronic International* (predecessor of *China Network World*), Director of the Technical Service Department, publishing staff member, cashier at *China Network World*. Since August 2000, Vice Party Secretary and Senior Executive Assistant, China Computerworld Publishing & Servicing Co.

Current title, what job involves
I am in charge of the trade union, security and safety of the company, annual examination of all the licenses of magazines and newspapers, administration of company cars, etc.

What's kept you at IDG for 10 years?
Good working environment and corporate culture.

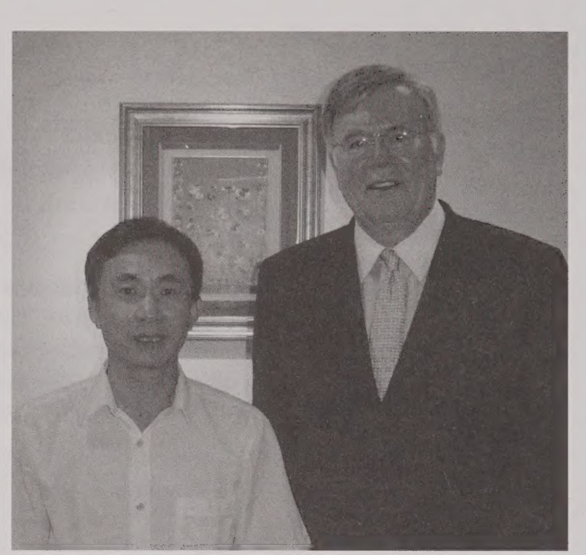
Most challenging part of your job
Whenever there is a difficulty, I am there.

Best way someone could compliment you on your work?
Say that I am very loyal to the company.

What talent do you wish you had that you don't have?
Being able to communicate with foreigners in English.

Interests outside the office
Reading, sports, singing, photography, and traveling.

Family
My wife Wu Yingyun and my 14-year-old daughter Xin Wei.



*IDG Chairman **Pat McGovern** hosted **Xin Shumin** at a recent celebration marketing his decade of service to China Computerworld Publishing & Servicing Co.*

What did you want to become when you were a child?
I wanted to be a member of the geological prospecting team so that I could travel all around China.

Favorite vacation spot
Australia.

Your idea of a perfect day alone?
Reading novels.

Retirement dreams?
Being able to enjoy life.

Manager's profile
"Mr. Xin Shumin is one of the founders of *Electronic International,* predecessor of *China Network World*. In August 2000, he was transferred to the General Office of the group and now serves as executive assistant. Mr. Xin is highly loyal to the company and has worked diligently and earnestly for years."

— Qin Chao, Director of the General Office, China Computerworld Publishing & Servicing Co.

10 years ago this month at IDG...

- On Nov. 11, *Computerwoche*'s 1,000th issue rolled off the presses, and IDG Germany's flagship weekly became the second IDG publication to celebrate its 20th birthday. Sister publication *Computerworld* U.S. turned 20 in 1987.
- IDG acquires 11 publications, including *PC Today* and *PC Home*, from Europress Publications in Macclesfield, England.
- IDG's Marketing Services Division (predecessor to IDG Global Solutions) kicks off a five-city U.S. tour to present the results of the most comprehensive study of brand loyalty for consumer products ever conducted. "Buyers and Your Brand," the fifth installment of IDG's "Buying IT in the '90s" series, measures the benefits IT companies gain by building a strong brand identity for themselves and their products.
- Already the leading PC magazine in Finland, *MikroPC* sets two records with its November issue. Weighing in at 190 pages, the publication is the biggest computer magazine published in Finland and the first in which ad revenue exceeded one million Finnish markka (US$220,000).

Source: IDG World Update, assorted issues, Nov. 1994

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Cristina Defendi *IDC Brazil*
Joe Mola *Computerworld*
Karen Ren *IDG China*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, COMNET® Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

CW's Storage Networking World breaks records — again

11th U.S. edition of educational forum on storage draws close to 3,000

Computerworld's Strategic Programs and Events (SPE) group continually hones its ability to improve upon its largest and most successful event, Storage Networking World (SNW). As a result, last month's SNW at the JW Marriott Grande Lakes Resort in Orlando, Fla., broke its own attendee, exhibitor/sponsor, revenue and profit records.

COMPUTERWORLD
STORAGE NETWORKI

ASA MATHAT

*CW's Executive VP/ Strategic Programs **Ron Milton** (standing, far left), with other members of the CW team, including current and former SNIA representatives (back, in non-SNW shirts) as well as CW Editor-in chief **Don Tennant**, CEO/Publisher **Bob Carrigan** and members of the comedy singing group The Capitol Steps (in suits, front), who were SNW's featured entertainment.*

SNW/Fall was the 11th U.S. SNW since the event debuted in 1999; it is produced in conjunction with the Storage Networking Industry Association and includes both conference and expo components. Now the world's largest storage networking event, the twice-yearly SNW is positioned as an influential educational forum that provides a holistic view of the storage industry with a particular focus on end-user needs.

Total registration for the October event exceeded 2,900, 500 more than the April edition. More than 900 of last month's attendees were end users, joined by journalists, financial and industry analysts, integrators, partners and consultants who influence storage purchases for their clients.

More than 130 companies signed on as exhibitors

continued on page 4

USMMI gives participants broader understanding of IDG

IDG execs share expertise on publishing, events, online and research initiatives

Breaking out the publishing model into its individual components — editorial, sales, circulation and production combined with sessions on events, online initiatives and others — the three-day U.S. Media Management Institute (USMMI), one of IDG's longest-standing internal training programs, gives its participants a look at how IDG business functions operate within the larger IDG structure.

This year's USMMI, held earlier this month in Half Moon Bay, Calif., brought together 20 IDG employees from the U.S., Canada and New Zealand, all with a variety of job functions. By giving participants a chance to step away from their daily roles and learn from 11 IDG experts in their fields, attendees get both a better understanding of how IDG works and information they can take back to their home offices.

"As someone who has spent a lot of time in various departments within Computerworld, I thought I had a good idea about how each department worked," said **Matt Duffy**, Computerworld director of marketing. "By listening to experts from IDG, I realized there was a lot I still had to learn. I got a great crash course on every piece that works together to make a publishing company move. And the networking opportunities were invaluable."

He said the most tangible thing he learned was the specifics of launching a technology event from **David Korse**, president & CEO of IDG World Expo. "He laid it out in such a structured, formulaic way that I now feel I have a much greater understanding of our events business at

continued on page 5

in brief newsworthy

IDG Romania GM gets exclusive interview with Microsoft's Steve Ballmer

IDG Romania scored a professional coup last month when General Manager **Mihaela Gorodcov** was selected as the only IT journalist in the country to be granted an interview with Microsoft Corp. CEO Steve Ballmer.

In Romania for the first time, Ballmer met with Romanian Prime Minister Adrian Nastase, presented the country's Ministry of Education with a substantial gift of software for the nation's high schools, and paid a visit to Microsoft's Southeast Europe regional office, located in Bucharest. He also gave interviews to the country's leading daily newspaper, largest television station and IDG.

"I think, at the end of the day, this is a big victory for IDG in general and IDG Romania in particular," said Gorodcov, who turned her 25-minute interview into a feature for the October issue of *PC World Romania*. Ballmer started off his conversation with Gorodcov by observing, "IDG is everywhere!" He went on to discuss his vision for the future of computing — "advances in communications and mobility will enable us to organize our lives and our ways of thinking in a totally different manner from today." Calling the advent of the Internet "a revolution not an evolution," he told Gorodcov society must be prepared for the next advances. "Mankind is embracing new technologies sometimes even quicker than we expect and this is particularly true in emerging markets," he said, where countries like Romania that may not have the extensive investment in infrastructure are able to "leapfrog" other countries and quickly adopt the newest technologies.

*IDG Romania General Manager **Mihaela Gorodcov** used her time with Microsoft CEO Steve Ballmer to talk about the future of IT.*

Ballmer also acknowledged the well-trained and knowledgeable programmers being developed in Romania, noting that some 300 programmers at Microsoft headquarters in Redmond, Wash., are Romanian.

Write to mihaelag@idg.ro. WU

Briefly noted

IDG Chairman Pat McGovern will be interviewed by New England Cable News on Monday, Nov. 30 at 7:30 p.m. The interview will be aired again on Sunday, Dec. 5 at 11:30 a.m. and will subsequently be available on the station's CEO Corner on its Web site at www.necn.com. New England Cable News is the largest regional news outlet in the U.S.

IDG World Expo last week announced that Apple CEO Steve Jobs will deliver the opening keynote address for Macworld Conference & Expo San Francisco$^{(R)}$ 2005 on Tuesday, Jan. 11. Macworld will be held at San Francisco's Moscone Convention Center Jan. 10-14, 2005. "This is the biggest Macintosh community event of the year and we're looking forward to a great show," said **David Korse**, president & CEO of IDG World Expo. "We're thrilled that Steve is going to kick off another exciting Macworld with a keynote address." *www.macworldexpo.com.*

IDG appears in this month's *Forbes* magazine listing of the 100 largest privately held companies in the U.S. Ranked at No. 83, IDG has appeared on this list every year since 1996.

IDG CEO Pat Kenealy will deliver the keynote address at *Digital Magazine News*' premier Digital Magazine Forum in New York City on Dec. 1.

Denmark takes lead in IDC's Information Society Index

IDC recently released the results of its annual Information Society Index (ISI), a unique study that measures the information capacity and wealth of 53 nations and ranks countries based on their ability to access and absorb information technology. Denmark has risen to the No. 1 ranking based on 2003 data, bumping Sweden, which held the No. 1 spot for the past four years, to No. 2.

The remaining Top 10 nations are the U.S., Switzerland, Canada, Netherlands, Finland, Korea, Norway and the U.K.

The ISI combines 15 variables in four infrastructure "pillars": 1) computers (number of households with PCs, IT spending as a percentage of gross domestic product, etc.); 2) Internet (number of Internet users, mobile Internet users, e-commerce spending, etc.); 3) Telecoms (broadband adoption, wireless services, etc.) and 4) Social (education, civil liberties and government corruption all affect a society's ability to take advantage of innovation).

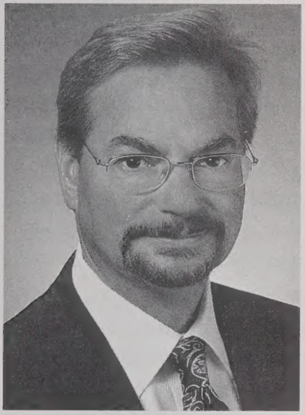
For more details on each country go to www.idc.com/ISI2004 and view the interactive Information Society Map. The map has also been loaded onto memory sticks and used as a promotional item that has been distributed to customers by IDC sales staff and to attendees at the IDG Global Solutions client briefings in Asia this month. The memory sticks will also likely be distrbuted at Directions conferences in '05.

Contact Michelle Berube at mberube@idc.com. WU

the interview

one on one

Jeff Edman
The president & CEO of PC World Communications is this week's guest columnist. Reach him at jeff_edman@pcworld.com.



Q You've just finished hosting the *PC World* Global Product Support Center Meeting. What did you learn?

A I learned that *PC World* has a tremendous group of very bright, very creative and very aggressive managers throughout the world. I also learned that while the cultures of the markets we serve vary widely, we share a common denominator in that we still need to sell advertising, subscriptions and single copies, and that we face strong competition for those revenues. That's why I think the meeting was so productive: many successful ideas were shared that will be applied to our operations in the various countries that we serve. The camaraderie was also important.

Q Your bimonthly *Digital World* edition launched in October. What was your strategy for the launch, and what do you see as its long-term potential?

A Our research of *PC World*'s subscribers told us that a real need exists for a publication like *Digital World*. Fascinating new products are being introduced weekly in the convergence consumer electronics space, but confusion exists about which ones to buy and how to use them. So, we knew there was a reader need for this type of publication. The question was how to profitably get it into the hands of a meaningful number of readers in time for the fall buying season.

That's why we decided to launch *Digital World* polybagged with the newsstand copies of *PC World*. We kept our usual high newsstand price of $6.99 the same and basically gave newsstand buyers two issues (*Digital World* and *PC World)* for the price of one. We anticipated a lift in our newsstand sales to about 130,000, which benefits *PC World* while, at the same time, allows us to assure advertisers of a high initial level of distribution.

We didn't want our subscribers to be left out, however, so we also ran a house ad in the October subscriber copies offering them a free PDF download of *Digital World.* We thought we would get around 30,000 actual downloads, but at this point it looks more like 190,000! That's a huge bonus for the advertisers.

> *"We ran a house ad in the October subscriber copies offering them a free PDF download of Digital World. We thought we would get around 30,000 downloads, but at this point it looks more like 190,000!"*

Long term, there's no question that this market will continue to grow. The advertising hasn't come as quickly as we hoped but we're confident it will increase as more new product categories are introduced — and more vendors launch entries into the categories that already exist.

Q What's the market like these days for *PC World*?

A Since we have both reader customers and advertiser customers, let me answer this two ways. Regarding our readers, the Internet is the killer application that has driven many new users to personal computing and increased the amount of time existing users spend interacting with their PCs. This naturally increases their "need to know," which is good for information providers like *PC World*. Unfortunately for our print sales (subscriptions and single copy) many of them are getting this information online rather than buying magazines. This explains why our circulation and that of our competitors is lower now than it was at the beginning of the decade. On the other hand, our Web site traffic has been steadily growing, and we're able to monetize reader interest in our content through our Web site despite lower circulation revenue.

Regarding the advertising market, it's tough for us as it is for many other IDG business units. Mail order advertising was once a major source of revenue for us and while we've retained some of that in dot com, it's been a big loss for the magazine. Advertising from application software vendors and utility vendors has also disappeared as Microsoft Office has become the application standard, and most essential utilities are either built into Windows or available as shareware.

This is another reason why *Digital World* is strategic for us. By bundling it with newsstand copies of *PC World* we hope to increase revenue from newsstand buyers and while our traditional ad base has been eroding, we hope *Digital World* will attract an entirely new class of advertiser whose investment with us will help make up for the ad sales declines I just mentioned.

Q What do you rely on to motivate staff and keep everyone pulling in the same direction?

A I really don't think it's possible to over-communicate in this business. Our bimonthly company meetings feature presentations from each department, and I give our employees an honest appraisal of PC World's financial situation.

Each of our employees is also keenly aware of our position in the market and their work reflects that. I also try to instill a feeling that our work at PC World is important and that it affects peoples' productivity and their ability to communicate not just in the U.S., but worldwide as well.

What are the biggest challenges facing *PC World* these days?

- We need to recognize that our investment in the dot-com side of our business will yield a greater ROI than it will in print. At the same time, we need to find ways to extract more revenue out of our reader customers whether it's from charging for online content, increasing the subscription and renewal rates, or something else.
- We must be on the lookout for big ideas that can generate profit and enhance our brand, whether it's in our magazine, Web site or elsewhere.
- We must continue leveraging and monetizing our editorial with other "big brand" partners like our deals with AOL, MSN, and Yahoo.

A month of conferences

September was an extraordinary month for Computerworld, as the Strategic Programs and Events team, launched a pair of two-and-a-half-day conferences, both of which had end-user best practices awards programs, and held three one-day conferences.

Enterprise Management World (EMW), which focused on enterprise management and data center management, debuted in Philadelphia Sept. 12-15. There were 236 end users among the 410 registrants.

On Sept. 27-29, Business Intelligence Perspectives (BIP) in Palm Desert, Calif., focused on data warehouse technologies through performance analytics under the umbrella of business intelligence and business performance management. There were 319 registrants, of whom 243 were end users. The event marked first-time sponsorships with Cognos, Business Objects and Oracle, which represent three of the top five vendors in this market.

"EMW and BIP are competitive with Gartner and will take a big bite out of their market leadership in these key market segments," said Executive VP/ Strategic Programs **Ron Milton**, noting he expects significant growth in market share for the product lines in '05.

Also during the month, Computerworld organized three one-day IT Executive Summits: two on grid computing in Philadelphia and Boston sponsored by Oracle and one on network consolidation in Dallas sponsored by Ciena. Created last year, the Summits are a series of small, focused, single-sponsor events for clients looking to target a specific group of qualified attendees. Each of the September events drew about 40 IT executives who listened to end-user panels moderated by *CW* editorial staff.

IDG Chairman **Pat McGovern** congratulated the team on what he thought was "a world record at IDG for number of new events launched in a single month."

SNW

continued from page 1

or sponsors for SNW/Fall, selling out the available exhibit area. SNW offers platinum, gold and contributing sponsorship levels, media sponsors and training partners, all of whom as sponsors have exhibitor space as well. Another growing class of exhibitors, more than 30 last month, are "participating partners," a category of up-and-coming companies that can't afford larger sponsorships.

"We've made a science out of renewing existing sponsors and attracting new business to Storage Networking World," said Director of Sponsorship Sales **Ann Harris** (see sidebar below). "The beauty of a model where an event can accommodate more than 100 sponsors is the cachet it develops as a 'must-sponsor' event."

> *"We've made a science out of renewing existing sponsors and attracting new business to Storage Networking World."*
>
> *— Ann Harris*

Building on successful breakfast presentations at previous SNWs, IDC expanded its participation at SNW/Fall with a full afternoon of briefing sessions led by Group VP/Worldwide Storage Research **John McArthur** and seven other IDC analysts.

"Computerworld has had the privilege of assembling an extremely strong team of operations, sales and marketing professionals to produce Storage Networking World," said Executive VP/ Strategic Programs **Ron Milton**. "Our strong team remains one of the largest reasons that SNW continues to experience growth."

SNW Spring 2005 will be held April 12-15.

For more details on all of Computerworld's events, see the events tab on www.computerworld.com or Contact CW VP/Event Marketing & Conference Programs ***Derek Hulitzky*** *at derek_hulitzky@computerworld.com*

Time-tested tips for a great conference recipe

Computerworld's Director of Sponsorship Sales **Ann Harris** likened Storage Networking World (SNW) to a recipe that's been tested and re-tested; "We've really baked this one over the years," she said. Harris offered these key ingredients for SNW's success:

A quality partner. Since 1999, Computerworld has produced SNW in conjunction with the Storage Networking Industry Association (SNIA), a non-profit group of more than 300 companies and individuals that represent virtually the entire storage industry. Its goal is to deliver standards, education and services that promote open storage networking solutions to a broad market.

Quality content. SNIA is highly regarded in the industry and plays a key role in developing the agenda and organizing the Interoperability and Solutions Demo area, which simulates a real-life, enterprise, storage-area network environment. "Vendors trust us because we're working with SNIA, and once we have their trust, we deliver a great product for them and for attendees," Harris said.

COMPUTERWORLD
STORAGE NETWORKING WORLD
SNIA

Selling sponsorships, not floor space. Each level of sponsorship is tied to a specific amount of exhibit space; at a typical trade show, exhibitors can purchase as much space as they need. Harris said companies at the highest sponsorship level (Platinum) like the fact that no other company can "steal the show" with a bigger presence, and they feel more comfortable renewing in advance.

This sponsorship model also lends itself to holding SNW in a resort setting rather than an expo center. "A resort setting is importance because it brings people in for three or four days, and they have quality time to be at a great educational conference and establish relationships with their peers and with vendors," Harris said. "SNW is a high-end property, and we give people the sense of going to an industry event that's not just an average trade show — it adds up to an experience."

Customer service. "Over and over, everyone says we're the best organization to work with," Harris said. "We try to be immediately responsive and not have calls go into voice mail or linger there very long." She cited one new exhibitor who called from London who had been on the road for three weeks at other trade shows and didn't have his show manual with him. He called Harris late one night and she spent 20 minutes reviewing deadlines, some of which he had already missed, and got him back on track. "You have to put yourself in the customer's place — we're not the only conference or trade show they do."

Overcommunicate. The SNW team prides itself on staying close to customers. "If we see someone has almost missed a deadline, we'll call their attention to it. We want the event logistics contacts at our participating vendors to look like heroes to their managers," Harris said.

Listen, listen, listen. "There's always time to hear what the customer has to say," Harris said.

Write to ann_harris@computerworld.com.

IDG

November 22, 2004

Software Technology Manager (CSG)

IDG Corporate Services has an exciting opportunity in the IT group for a candidate that has a combination of a strong software development background and excellent leadership, communication and organizational skills. This position is responsible for investigating, purchasing and implementing new technologies to solve our business issues. The Software Technology Manager will interact internally with all functional departments, managers, and staff, and externally with software vendors. Candidates should bring a minimum of 8-10 years of development experience, experience managing technical staff, and possess a high energy level. Demonstrated project skills leading large projects are required. The ability to evaluate, procure and implement software tools, services and packages is a must. ***Location: Framingham, MA***
Contact: J. McKaughan, Fax: 508-988-7972, Email: jljobs@idg.com

Part-Time Office Assistant (CSG)

IDG's Corporate services group seeks a highly energetic, service-oriented individual for a part-time office assistant position in the Office Services Department. Responsibilities include sorting and delivering UPS, FedEx, DHL and interoffice mail. Effectively using all of the shipping equipment, such as the postal meter, UPS meter and FedEx Powership systems; assisting with moving furniture, ordering and stocking offices supplies, and ability to lift 50 lbs. and maneuver 150 lbs. required. The successful candidate for this position should also have strong organizational skills and a solid knowledge of MS office products. This part-time opportunity is approximately 12-15 hours per week from 2:00pm-5:00pm. ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

Senior Web Producer, Computerworld.com (CWI)

Computerworld.com has an exciting opportunity for a seasoned web producer to join the team! The person in this critical role will be responsible for effective project management of all things related to the online business. Working closely with the VP/GM Computerworld.com, you will manage the technical resources and map them to the business needs of the group. Candidates should bring 5+ years of technical background in web architecture design and development and the ability to manage technical professionals with an eye toward business results. This position requires a business aptitude and very strong project management skills. This is an ideal role for a technical person who has a desire to expand into the business side of a successful website. Other requirements include prior experience managing technical staff, ability to map action to overarching business goals and very strong communication skills. BA/BS required. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Application Development and Support Analyst (CWI)

Computerworld is seeking an Application Development and Support Specialist to join our IT department. This position will support and maintain the internal applications used to run our business, such as content management, sales force automation and CRM. The ideal candidate will have strong communication, organization and customer service skills. Experience in the print publishing business using Quark is a must. 2-4 years of programming experience is also required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Network & Desktop Support Specialist (CWI)

The Network and Desktop Support position offers an exciting opportunity to join the Computerworld IT team, supporting employees on PC's and Mac's, running various applications such as Lotus Notes email, content management, sales force automation and CRM. The ideal candidate will have strong communication, organization, troubleshooting and customer service skills. Lotus Notes administration, creation of ID's and address book maintenance experience is required. 3-5 years experienced in network support, desktop and network printer support, knowledge of Windows 2000, XP, TCP/IP, DNS, DHCP and Office 2000 and 2003, remote access and VPN are all required skills. Experience in supporting Mac's is a plus. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Project Manager, Computerworld IT Leadership Council (CWI)
The Computerworld IT Leadership Council is a facilitator of peer-to-peer interactions among senior IT executives. Reporting to the Director, the Project Manager will manage strategic and tactical initiatives as they move from concept to delivery. This will include, but not be limited to, overseeing the creation and production of marketing materials, software development, on-line initiatives, and business development efforts; managing vendor relationships; liaison within Computerworld, coordinating efforts with project managers from other departments and preparing status reports for management, documenting and methodically working through action items. Candidates must be inspired by a fast-paced, entrepreneurial environment and should possess 3 years of formal project management methodology and a history of managing multiple types of projects. Familiarity with database reporting tools and some hands-on software and database development experience would be a plus. BA (or equivalent) required. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Account Manager, Computerworld IT Leadership Council (CWI)
The Computerworld IT Leadership Council is a facilitator of peer-to-peer interactions among senior IT executives. The Sales / Account Manager role is a core function, providing day-to-day operational support for existing clients and growing into sales / business development. Responsibilities will include, but are not limited to, keeping up-to-date (biweekly) with needs of clients via telephone; using database and personal knowledge of clients and their initiatives to connect them to peers with related concerns and interests; staying informed of Computerworld and IDG research and sending clients relevant and timely materials. Candidates should have service experience with VIP's/ senior business people, a familiarity with the IT industry (understanding of the current issues, e.g. enterprise storage, compliance, security, etc.) a strong customer-service mentality and a sophisticated phone manner. Additionally, excellent verbal and written communication skills will be necessary. Experience in an executive search environment would be a plus. ***Location: Framingham, MA***
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Research Analyst, Mobile and WiFi Infrastructure (IDC)
IDC's Mobile & WiFi Infrastructure Research Program is seeking a Research Analyst to cover market and technology trends in the global wireless infrastructure industry. The wireless infrastructure industry is increasingly gaining salience as a dynamic area of research as network operators migrate their infrastructures to the next generation to offer new and innovative mobile services. This position will afford the right candidate the unique opportunity to learn firsthand about the wireless infrastructure industry, and to develop the skills and knowledge required for authoring insightful bulletins and reports. Please see idc.com for a complete description.
Location: Framingham, MA
Email: idc_jobs@idc.com

Editorial Manager (IDC)
IDC is searching for an editorial manager who strives for career growth and excellence in his/her work to join its fast growing custom Go-to-Market Services team. This team helps our clients leverage relevant IDC content and services in their sales and marketing initiatives. The person who joins us in this role will work closely with our engagement managers and industry analysts to create deliverables based on independent IDC research and analysis. The editorial manager will be responsible for working directly with clients and recommending content direction, managing overall editorial quality, and creating high quality content for delivery in print, interactive web, presentation, and spoken formats. While the editorial manager will have access to hundreds of IDC analysts and their published content, he or she must be comfortable adapting and custom editing content which spans a wide range of technology and business topics.
Location: Framingham, MA
Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Speakers represent broad spectrum of IDG businesses

Participants in the U.S. Media Management Institute are given a chance to learn from some of the top IDG experts in their fields. Institute speakers included the following:

- Marketing: **Paul Calento**, InfoWorld VP, marketing
- Sales: **Sandra Kupiec**, Network World associate publisher
- Events: **David Korse**, IDG World Expo president & CEO
- Circulation: **Shawne Burke Pecar**, PC World VP, consumer marketing
- Online Initiatives: **Matt McAlister**, InfoWorld VP, general manager online; and **Ulla McGee**, PC World.com general manager
- IDC: **Clare Gillan**, IDC group VP, new business inititiatives
- Editorial: **Steve Fox**, InfoWorld editor-in-chief
- Production: **Nancy Jonathans**, PC World director, print and online production
- Guerilla Publishing: **Don Kennedy**, IDG Australia managing director
- Leadership: **Kevin McKean**, InfoWorld CEO and editorial director

USMMI

continued from page 1

Computerworld, something that I'm in charge of creating marketing materials for."

He added that the session on online initiatives brought up some specific things other IDG sites are doing related to search-engine optimization and meta-tagging that he brought back to the online staff at Computerworld.

Kneeling: ***Stacey Witchel****, director of finance, IDG Entertainment. Front row (l-r):* ***Ekapat Chareonlarp****, international research and marketing manager, IDG Global Solutions;* ***Sean Weglage****, online sales manager, Computerworld;* ***Matt Duffy****, director of marketing, Computerworld;* ***Frank Genovese****, director, business development, IDG Communications;* ***Diane Hacker****, senior manager of online advertising development, PC World;* ***Laura Nurzynski****, director, Go-To-Market Services, IDC;* ***Mary Sinclair****, Western regional sales manager, CXO Media;* ***Kasey Galang****, marketing manager, Mac Publishing; and* ***Susanna Hinds****, corporate communications manager, IDG Corporate Communications. Back row:* ***Ben Gibb****, general manager, IDG New Zealand;* ***Doug Dineley****, executive editor, InfoWorld;* ***Kevin Normandeau****, VP, online, Network World;* ***Kaila Bongiovanni****, marketing manager, InfoWorld;* ***Carol Sliwa****, senior editor, Computerworld;* ***Holly Drawbaugh****, director of single copy sales, PC World;* ***Mike Shirer****, corporate communications manager, IDC;* ***Jason Gould****, publishing operations manager, IDC;* ***David Shiang****, VP, software consulting, IDC; and* ***Donna Butts****, events manager, IT World Canada.*

Attendees are nominated by their senior management team. Senior Training and Development Specialist **Laurie Butson** who organized the USMMI with Training and Development Coordinator **Kara Todeschini**, called attending the Institute "an honor and an invaluable opportunity to step out of your day-to-day role and take a look at the big picture of IDG business."

In addition to learning from IDG experts throughout the program, participants were broken out into three teams on the first day and given a case study on increasing the online and other non-print initiatives at a fictitious IDG publication called *Technology Times*, using what they had learned from USMMI presenters and attendees as well as their own work experiences.

"We try to make the case study as real-world as possible," Butson explained. "It is designed to be an exercise that allows participants to apply their program learnings to a fictitious, yet realistic, business challenge and opportunity." On the final day, each team gave a 10-minute presentation of their operational and financial recommendations for *Technology Times* magazine to a "board" made up of USMMI speakers.

"I took away a lot from this program," said **Mary Sinclair**, Western regional sales manager for CXO Media. "Specifically, the breadth of business units that IDG has under its umbrella and how IDG really has its finger on the pulse of technology innovators — more than any other publishing house in the world. I also learned a tremendous amount about IDG's entrepreneurial environment and how important that is to running a successful business, especially in trade/tech publications."

The next U.S. Media Management Institute will likely be held in late 2005; a European edition is in the planning stages for early 2005. A call for participants will be sent to business unit managers prior to each program.

For more information, contact Laurie Butson at laurie_butson@idg.com. WU

IDG training programs focus on business, management issues

IDG offers two types of corporate training programs: business and management. Among those programs are the following:

Business

- Two Media Management Institutes, held in the U.S. and Europe.
- The IDG Global Media Institute aims to give IDG senior-level managers a deeper awareness of the strategic issues and leadership challenges facing IDG; an appreciation of the nature and importance of IDG's culture, values and standards; access to a substantial network of IDG management-level colleagues; and an opportunity to develop key business skills further.

Management

- The IDG Professional helps employees throughout the company identify and cultivate leadership skills.
- IDG Management Excellence gives managers an opportunity to enhance their leadership skills and plan for continuous growth for themselves and their teams.

noteworthy people

Ebb

Melk

Villegas

IDG WORLD UPDATE

Williams

IDG WORLD UPDATE

Bouman

All business units are welcome to send information for the Noteworthy section to world_update @idg.com.

New employees

After working as an intern for Computerworld this summer, **Shari Ebb** is the new audience development coordinator for the Strategic Programs and Events group. She holds a B.S. in travel and tourism and event management from Johnson and Wales University in Providence, R.I., and enjoys figure skating. *shari_ebb@ computerworld.com*

Previously a marketing specialist with Applix, Inc. **Matthew Wintringham** joins Computerworld as a senior marketing specialist. He holds a B.A. in journalism from Boston's Northeastern University and enjoys basketball, hiking and going to Boston Red Sox games. *matt_wintringham@computer world.com*

Computerworld has hired **Johanna Purcell** as a Web systems developer. She was previously a Web content and development manager with MIT's Technology Review and holds a B.A. in anthropology from Colby College in Waterville, Maine. Away from the office, she enjoys cooking, movies and game. *johanna_purcell@ computerworld.com*

Vice President, Sales **Bob Melk** comes to CXO Media's San Francisco office from CMP Media where he was publisher of *New Architect*. He earned a B.A. in broadcasting from the State University of New York/Oswego and enjoys volleyball, hiking, mountain biking and science fiction. *bmelk@cxo.com*

At CXO Media's Framingham, Mass., office, Manager/Conference Content **Judith Kittredge** creates conference agendas, develops topics and sessions and recruits speakers. She was previously a conference producer with CBI. She holds a B.A. in English literature with honors from the University of Massachusetts/ Amherst and enjoys exercise, music, theater, art and travel. *jkittredge@cxo.com*

Hugo Villegas is IDC Mexico's new Vertical Markets analyst. He was previously an admissions assistant at the Universidad de las Americas, Puebla, from which he holds a B.A. in economics. In his free time he likes to read, spend time with friends and exercise. *hvillegas@idc.com*

Mac Publishing has hired **Scott Williams** as an online sales representative. He was previously an account supervisor with Wilkins Media Co. in Chicago and holds a B.A. in English, history and journalism from the University of Missouri. He enjoys photography, reading and golf. *scott_williams@macworld .com*

Amber Bouman joins IDG Central Services at 501 Second St. in San Francisco as office services coordinator, coming from her role as front desk agent at The Argent Hotel. She earned a B.A. in creative writing from San Francisco State University and participates in various writers workshops and poetry groups. She also enjoys dancing, competitive kickboxing, horseback riding and skateboarding. *amber_bouman@pcworld.com*

Transfers

IDC Global Access group Analyst Account Manager **Debbie Lee** is now executive programs specialist with Computerworld's Strategic Programs & Events team, focusing on the Computerworld Honors Program (www.cwheroes .org). She attended Wellesley College in Wellesley, Mass., where she received a B.A. in economics with a minor in psychology. She sings in a choir and enjoys movies, arts and crafts, and cooking. *deborah_lee@computer world.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

IT Roadmap/Future Vision
Nov. 30
Sheraton Framingham
Framingham, Mass.
www.networkworld.com

IT Roadmap/Future Vision
Dec. 2
Crowne Plaza San Francisco Airport
Burlingame, Calif.
www.networkworld.com

IT Roadmap/Future Vision
Dec. 14
Renaissance Dallas-Richardson Hotel
Dallas
www.networkworld.com

IT Roadmap/Future Vision
Dec. 16
Hyatt Woodfield
Schaumburg, Ill.
www.networkworld.com

Macworld Conference & Expo
An IDG World Expo event
Jan. 10-14
Moscone Center
San Francisco
www.macworldexpo.com

Context
An IDG World Expo event
Jan. 12-14
Moscone Center
San Francisco
www.contextconference.com

IDC Marketing Performance Measurement Summit: For Business-to-Business Marketers
Jan. 19
Embassy Suites Hotel
New York
www.idc.com

IDC Outsourcing Forum West: Moving From Efficiency to Competitive Advantage Through BPO
Jan. 24-25
Hyatt Regency Embarcadero Center
San Francisco
www.idc.com

Storage Networking World/ Tokyo
Jan. 25-26
Shinjuku NS Bldg.
NS Event Hall
Shinjuku, Tokyo
www.idg.co.jp/expo/snw

Security Tech Update
Jan. 25-26
Shinjuku NS Bldg.
NS Event Hall
Shinjuku, Tokyo
www.idg.co.jp/expo/nws/ index.html

CIO Perspectives on Enterprise Value and the CIO Enterprise Value Awards
Feb. 6-8
Fort Lauderdale, Fla.
www.cio.com/conferences

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

37

Ted Bloom *IDG*

26

Laura Kunzmann *IDG Germany*

17

Michelle Chase *IDG*

16

Jayne Enos *IDG*

15

Susan Middleton *IDC*
Annika Svanström *IDG Sweden*
Donna Cahill *IDG*

14

Wayne Silverman *PC World*

13

Karen Wilde *Network World*
Hugo Shong *IDG Asia*

11

Todd Sims *IDG Central Services*
Mats Öhman *IDG Sweden*
Marc Ferranti *IDG News Service*

10

Timothy Greene *Network World*
Lyndsey Pomella *IDG Travel*

9

Tim DeMeo *Network World*
Rick LePage *Mac Publishing*

8

Mike Draper *Network World*
Paul McNamara *Network World*

7

Amy Harris *IDC*
Kristofer Sjöberg *IDG Sweden*
Cynthia Reed *IDG*
Jacqueline Dendievel *IDG*
Christopher Sipe *IDG Entertainment*

6

Albert Pang *IDC*
Francis Hare *IDC*
Xavier Laine *IDG France*
Nancy Sarlan *Network World*
Lucy Timms *IDC U.K.*
Michele Nelson *IDG Entertainment*

5

Justin Katz *IDC*
Tom Kroon *Network World*
Brian McAvoy *InfoWorld*
Eric Dahl *PC World*
Arin Reese *PC World*
Neil Bennett *Digit U.K.*
Christian Bütikofer *IDG Switzerland*
Frank Netherwood *IDG World Expo*

4

Heiko Klinge *IDG Germany*
Ellen Hughes *IDC*
Bill Joyce *IDC*
June Harmon *IDG Denmark*
Brett Cough *Network World*
Sean Greathouse *Mac Publishing*
Kasey Galang *Mac Publishing*
Rogier Mol *IDC Benelux*
Daniel Fleischer *IDC U.K.*
Sandra Dahl *IDG World Expo*

3

Casey Hall *InfoWorld*
Jeffrey Hyman *Bio-IT World*
Kelly Haley *Bio-IT World*
Yong Peng *IDG*

2

Scott Buckler *Network World*
Lincoln Lee *IDC Malaysia*
Roz Burke *CXO Media*
Massimo Melis *IDC U.K.*
Alan El Faye *Bio-IT World*
Don Botts *IDG International Publishing Services*

1

Michael Yan *IDC China*
Bernadette Caraig *IDC Philippines*
Kristana Chuenjaiboon *IDC Thailand*
Helena Chappell *IDC U.K.*
Janet Ward *IDG*
Patrick Burke *IDG*
Teresina Cardamone *IDG Corporate Communications*
Amy Gershman *IDG Entertainment*
Stacey Witchel *IDG Entertainment*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC holds reception in new San Mateo, Calif., office

IDC employees who had been based in Mountain View, Calif., relocated to San Mateo, Calif., this past September.

As part of IDG's effort to consolidate leases, IDC is now in office space previously occupied by InfoWorld prior to IW's move to San Francisco.

Clients from more than 40 companies in the Silicon Valley area joined the 65 employees for an open house earlier this month, taking the opportunity to mingle with analysts they don't normally work with. Senior Vice President **Crawford Del Prete** represented IDC's senior staff based in Framingham, Mass. Director of General Services **Suzanne Woodruff**, who helped coordinate the move, also attended.

*Group Operations Coordinator **Joan Young** (l) and Receptionist **Tanya Engurasoff.***

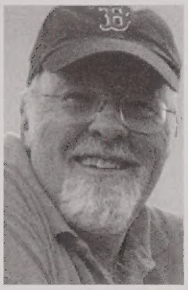
SUZANNE WOODRUFF PHOTOS

*(L-R):Sales Manager **Anne Stevenson**, VP/Sales **Freeman Bradley**, Senior Research Analyst **Jim O'Brien** and Group Operations Coordinator **Jeanne Lee** look like they're enjoying their new surroundings..*

off line for fun

Online pros reveal their favorite (non-IDG) sites and what makes them great

IDG World Update recently cast its net around the company and asked IDG employees to name their favorite non-work-related Web site, explain what makes it so great and what, if anything, they'd change if they could. (For more Web favorites, see this article at IDG Central.)



The Saab Network, www.saabnet.com/

"I've been a fan and an owner of Saabs for years. This site is really the meeting place for a world-wide community of Saab fanatics where you can learn everything from how to maintain and care for your current vehicle and how others are improving their cars, to rumors about future development. The site has a vast collection of bulletin boards, live chat, calendar of events, information on dealers and repair shops, a classified area, a store, and more. There's really not much there I'd change! But whatever does change, I'll be watching to see what we can learn from and include on our own sites."

— ***Tim Horgan****, CXO Media, VP, online*

Red Sox Nation, www.redsoxnation.net

"It's a bunch of diehards getting together to discuss all things Red Sox in game threads during the season and hot stove talk in the offseason. Sox Pitcher Curt Schilling even posts there occasionally. The only thing I could think of to change would be to get more players to post in the threads."

— ***Donald Botts****, International Publishing Services, senior developer and network manager*

Der Spiegel, www.spiegelonline.de

"As big a brand as *Computerwoche* in the IT sector, *Der Spiegel*'s news portal offers precise, trustworthy, up-to-date news with huge amounts of background information, making it one of the biggest news portals in Germany without a daily newspaper behind it. I would, though, put less content on the homepage as it's overloaded."

— ***Dirk Limburg****, tecChannel.de, director, sales and online sales strategy*

The SquidCam on The Science Site, http://www.thesciencesite.info/campopup.htm

Across the road from IDG New Zealand, the Auckland University of Technology has a marine biologist named Steve O'Shea who specializes in giant squid. After several Moby Dick-style attempts to capture a baby giant squid (one of which was chronicled in a recent issue of *The New Yorker*), Steve is now experimenting with growing various species in captivity. At The Science Site you can watch the junior beasties in their tank via a web cam. The site actually has a rather cool Java applet that lets you move the camera around or zoom in or out. Some people say it's dim, murky with not much happening — much like my editorials — but I find it quite relaxing viewing."

— ***Chris Keall****, >>FFWD, managing editor*

Epicurious, *www.epicurious.com*

"I love to cook — and eat — and I find it relaxing and stimulating at the same time to browse this scrumptious site. Not only do I believe its claim that it has the world's largest recipe collection, but it's clearly laid out, includes recipe user reviews, displays many mouth-watering photos, and is easy to search. They even make menu suggestions. All this and e-newsletter alerts, too!

"My only tiny gripe is that their newsletters are text-only, and I think I would get more out of them if they were more engaging visually."

— ***Nicole Filiatrault****, IT World Canada.com, general manager*

The Blue Blog, http://alison.knitsmiths.us

"I'm a fiber-holic, and I live vicariously through many of her knitting adventures...and because she updates her blog every day (unlike most bloggers)...and she's always linking me to other fabulous Web sites I would never have found on my own. RSS feeds would be nice — because you never know when a breaking-news knitting incident is going to happen."

— ***Lisa Brown****, CXO Media, VP, director, online sales*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo^R, MacworldConference & Expo^R, DEMO^R, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG's South African partner launches *CIO Africa*

THE THOUGHT LEADER ON THE USE OF TECHNOLOGY IN BUSINESS
CIO
AFRICA
CITIZEN PAIN
Barry Gilder's bid to salvage Home Affairs
Page 23
SURVIVAL INSTINCT
How 20twenty overcame the odds
Page 30
MASTER OF CONTROVERSY
The inside story of Cape Town's R354m SAP implementation
Cape Town CIO
Kirvesh Sooful

CIO Africa debuts as a quarterly with distribution throughout South Africa and Nigeria.

CIO Africa, a quarterly publication for C-level senior executives who oversee their companies' annual IT budgets and purchasing decisions, debuted earlier this month in South Africa.

Published by IDG's Randburg-based publishing partner, Johnnic Communications, in collaboration with the *Financial Mail*, South Africa's leading business weekly, *CIO Africa* has a controlled circulation of 18,000 throughout South Africa and a limited newsstand distribution of 800 copies. Another 2,000 copies are inserted into issues of *Business Day Nigeria*. (*Business Day Nigeria* is managed by Johnnic Communications' Africa division.)

According to **Jocelyne Bayer**, business manager for *CIO Africa*, the company is also launching a series of subscription drives with the goal of building a paid circulation base of between 2,000 and 4,000 in 2005.

"*CIO Africa* is a hard-hitting, informative and opinionated magazine," Bayer said. "It addresses issues vital to the success of IT and business leaders and provides CIOs, IT directors and other executives with a better understanding of the role IT plays in achieving corporate strategic goals. The content is user driven and explores CIOs' experiences," she said.

Reaction to the new title has been extremely positive among both readers and advertisers, according to Bayer, who said both groups have indicated the publication has delivered on what it promised. The first issue received extremely strong advertiser support and boasted 29 pages of advertising in a 68-page folio, Bayer said.

A companion Web site is planned for *CIO Africa* and is scheduled to be completed by the end of the first quarter of 2005. In addition to *CIO*, Johnnic also publishes *Computing S.A.*, *NetworkWorld SA* and *The Channel* under license to IDG. Company information is available at www.ictworld.co.za.

Editor ***Duncan McLeod*** *may be reached at mcleodd@fm.co.za.*

Two more *PC World* titles debut in Europe

Need for a dynamic PC magazine cited by Greek partner

First the world's Olympic athletes came to Greece, now it's *PC World*'s turn. Attica-based IDG licensee IT Publications Hellas Ltd. is readying *PC World Hellas* for a Dec. 16 launch.

Publisher and Editor-in-chief **George Ropodis** said that the Greek market is ready for a *PC World*.

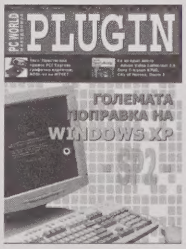
"The total number of readers of computer magazines here is small in comparison to the number of computer enthusiasts and IT experts and managers," Ropodis said. "Also, the Greek computing market is at a critical point in its development since it has not yet escaped the economic problems of the last three years. Companies are refocusing and retargeting. There is a need for a dynamic magazine that can, on one hand, satisfy the needs of the modern PC user and, on the other, best promote the prod-

continued on page 5

Local advertisers are so eager for PC World that IDG International Publishing Services VP of Licensing Jim Sullivan said he had received e-mails from two Greek IT firms looking to advertise in PC World because they had heard it was launching.

Macedonian partner to merge existing title with *PC World*

PC users in the Republic of Macedonia now have an IDG publication to call their own. *PC World Macedonia/PLUGIN* launched in September, produced by a company called *PLUGIN* that has been publishing a magazine by the same name for the past five years. Circulation of the 11 times-per-year publication is 3,000, entirely via newsstand.



Currently the content is broad-based, covering news and events, software, hardware, security, programming, Internet, networking, GSM, Linux, games, tutorials and tips and tricks. Readers range from beginner PC users to expert programmers. General Manager **Julijana**

continued on page 5

in brief newsworthy

IDG News Service offers customized views, RSS feed

The IDG News Service recently implemented two enhancements to its site in response to feedback from its most recent user survey.

My IDGNS allows users to create a personalized story filter and then access a personal view on the site containing the 25 most recent stories meeting those criteria. IDG News Service Editor-in-chief **Elizabeth Heichler** noted that the new capability would be of particular interest to editors who are browsing the site as opposed to conducting a search for a specific story. "Some editors have told us they are overwhelmed by the volume of stories in our feed when they are looking for specific kinds of content," Heichler explained. With My IDGNS, a networking editor at a PC magazine, for example, could choose to create a filter that includes all networking stories while excluding all stories from enterprise publications, thereby greatly reducing the number of stories he or she is sifting through to find something of interest to the publication's readers.

Editors may customize profiles by selecting any number of topics, story types, sources and/or regions from the list provided on the My IDGNS profile page. In addition, specific keywords such as company names or technologies may be selected. The filter criteria can be updated at any time. News Service users can find the My IDGNS link on the News Service home page (www.idgns.com) under the IDG News Service menu header; first-time visitors will be invited to set up a profile and subsequently will be taken directly to their filtered view when clicking the My IDGNS link.

RSS news feed fans will be pleased to learn that the News Service is now offering an RSS feed of its daily breaking news content. More information is available on the News Service homepage under the Info Services header.

For more information, contact Elizabeth Heichler at elizabeth_heichler@idg.com.

IDC names top U.S. sales performers

RUTH SAGER

IDC announced the FY04 U.S. sales awards winners last month during the FY05 Q1 sales meetings in San Mateo, Calif., and Framingham, Mass. The newest members of the "Top Gun" President's Club, which recognizes those sales representatives who have consistently performed at the highest levels of achievement, are (l-r): ***Lisa Ritchie, Jim Nagle, Gary Nagle*** *and* ***Sara Fitzgerald****. For more photos and a complete list of U.S. sales winners, see this article on IDG Central.*

IDG publications collect editorial and design awards at Folio: gala

IDG WORLD UPDATE

(L-R): PC World Editor-in-chief ***Harry McCracken****, Creative Director* ***Robert Kanes****, and Assistant Art Director* ***Beth Kamoroff*** *show off their publication's most recent awards.*

Four IDG publications took home awards earlier this month from the Folio: Celebration of Excellence Awards Gala in New York City.

PC World won its third consecutive Gold award for its November 2003 issue in the Consumer: Technology/Computing category; the cover story was "Ultimate PC Timesavers;" the issue also contained the "Great American Privacy Makeover." *PC World* also won a Silver Ozzie Award for Best Use of Digital Imagery for the "Road Tools" image in the February 2004 issue.

Eddie Awards are judged not against a publication's competitors but by how well it lives up to its own editorial mission. "The editorial, design and Test Center teams strive every month to deliver a first-class product for our tech-savvy management audience," said **Harry McCracken**, editor-in-chief of *PC World* and *Digital World*. "*PC World* has stayed true to its mission of providing technology advice readers can trust for over two decades, and we will continue to do so."

Computerworld won the Silver Eddie Award in the B2B technology category for its March 8 issue, which featured a three-page investigative report about the Department of Homeland Security and its role in cybersecurity strategies. It also picked up the gold and bronze Ozzie Awards in the category of Best Use of Illustration for B2B publications with circulations of more than 100,000. "This is a dominating performance by our crack design team: **Stephanie Faucher**, **April O'Connor, Julie Quinn** and **Susan Cahill**," said *Computerworld* Editor-in-chief **Don Tennant**. The gold award was for the illustration accompanying the "Killer Clauses" story in the Management section of the Dec. 1, 2003, issue.

CSO magazine won the gold Ozzie Award for best overall design and *CIO* won the silver in the same category.

Macworld beat out *Sync* magazine for the silver Ozzie for Best Use of Illustration (Consumer over 250,000).

one on one the interview

Jim Sullivan
The vice president of licensing and operations at IDG International Publishing Services is this week's guest columnist. Reach him at jim_sullivan@idg.com.

> *"There are very few markets of a significant size where we haven't already begun to look for partners or have ongoing negotiations with potential partners."*

Q Could you briefly describe your responsibilities as vice president of licensing?

A I am responsible for growing our portfolio of licensed publications worldwide and also managing the relationships with our existing partners. This entails quite a bit of travel to visit both potential publishing partners as well as our current partners. We also help our partners with publishing questions, online activities, circulation strategy and many other areas. The licensing group at IDG International Publishing Services handles distribution of content to our partners via DVDs, CDs, FTP servers and News Service access. As the first line of support for our partners we try to guide them through the many areas of IDG to help them access the resources they need to be better publishers.

Q Why does IDG choose to license its titles in certain locations rather than establishing a subsidiary operation to publish them?

A IDG has expanded internationally in two ways. In countries with larger, established economies, IDG has made the substantial investment needed to launch wholly owned businesses. In countries with smaller or developing economies IDG has chosen to license with local publishing companies. The decision to expand through licensing was made in the early 1990's as IDG had already set up subsidiaries in most of the top economic centers around the globe. By licensing our products, IDG is able to expand much faster and with lower investment than would be required to start wholly owned companies in every market.

Q How do you decide it's time to identify a licensee in a country in which we currently have no presence?

A We are constantly looking for and talking to groups in markets where IDG lacks a publication presence. We concentrate on the markets where our analysis tells us that a particular market is large enough to support IT-specific titles. We look at things such as gross domestic product, IT spending, broadband access and Internet penetration to find markets that will give IDG its best return. There are very few markets of a significant size where we haven't already begun to look for partners or have ongoing negotiations with potential partners.

Q What is the process for identifying potential licensing partners?

A We use many different resources to identify potential publishing partners. We do research on the Internet, research trade associations and, on occasion, use the U.S. Department of Commerce to help identify local publishers. We look for groups that are publishing IT titles and those that demonstrate an expertise in reaching the IT community in their local markets. We find that visiting a market and researching the IT space at the local newsstand is a great way to see who the better publishers are and who is most likely to be a good partner for IDG.

Q How many licensed titles does IDG currently have and in how many countries?

A These numbers change quite frequently as we add licensees and as our current partners add and delete the titles they produce under licensing with IDG, but as of our last count there are 43 licensing and joint venture partners producing 75 publications.

Q What's the most frequently licensed IDG title?

A The title that we have the most success in licensing is *PC World*. At our last count we have almost 30 *PC World* editions licensed around the world. This is followed closely by *Computerworld/InfoWorld* where we have just over 20 titles under license. We are seeing a lot of interest in the new *Digital World* product line and an increase in requests about our *CIO* brand and its related business activities.

Q Does IDG ever license titles in countries where we already have a subsidiary operation?

A Yes, in certain instances we will find a partner or a partner will find us looking to publish an IDG title that our local office is not publishing. In these cases our procedure is to ask the local IDG office if they have any near-term plans to publish the title. If no interest is expressed we are free to license that title. Although this has happened in the past, it is a rare event since our local IDG companies are very active in their markets and if an IDG title would be successful in their market, the local IDG office is already publishing or soon to be publishing the new title.

Q What sort of support does IDG extend to its licensing partners?

A IDG offers many levels of support to our publishing partners. The main support involves delivering content from the licensed edition to our partners in a timely manner so they are able to use the content that is most current and relevant. Our partners are

continued on page 6

IDC Italy stages ninth European IT Banking Forum

Event attracts more attendees, media partnerships, press than previous forum

IDC Italy's ninth annual European IT Banking Forum, held Nov. 11-12 in Milan, drew more than 300 attendees — a one-third increase over last year — thanks to a variety of new approaches in the areas of content, sales and publicity. The Forum presented the latest information on trends and best practices related to the use of IT in the banking sector and targeted high-level representatives from Italian banks and financial institutions.

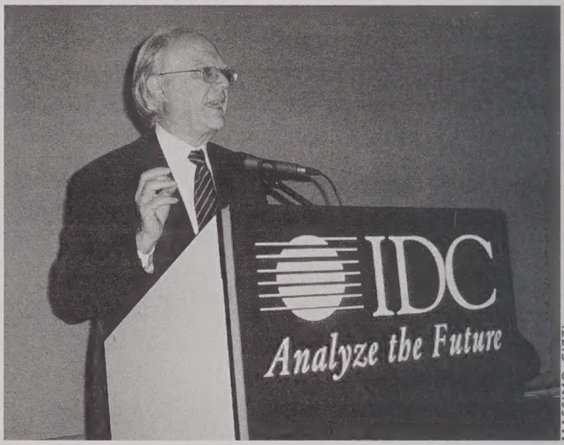
IDC's EMEA Conferences and Events group brought in additional keynote speakers, added higher-quality case studies to the agenda and created more interactive opportunities, including two new "labs" that facilitated discussions about day-to-day problems and solutions.

IDC's EMEA (Europe, Middle East and Africa) Conferences and Events group brought in additional keynote speakers, added higher-quality case studies to the agenda and created more interactive opportunities, including two new "labs" that facilitated discussions about day-to-day problems and solutions. IDC analysts worked closely with the keynote speakers, providing them with the latest data and trends information on the banking sector that they incorporated into their presentations.

With 13 media partnerships compared to nine last year, IDC gained a larger number of free advertising pages in prominent IT, business and financial magazines and associated e-newsletters. The event drew more journalists than 2003, and with the extra support of its PR agency, IDC also doubled the number of press interviews arranged during the event.

While the 23 sponsors reflected last year's tally, IDC EMEA Marketing Communications and Database Specialist **Claudia Corradi** said they were particularly effective in promoting the event to their customers. IDC also used its consolidated database with contacts from the most prominent financial institutions for marketing campaigns.

Much of the agenda focused on "dynamic IT," a model that calls for technology to be a strategic and flexible tool that can quickly adapt to banks' fast-changing needs and bring opportunities for efficiency and innovation. The Forum also underscored the importance for banks to develop customer-centric strategies.



MASSIMO GIZZI

*EMEA Director/Financial Insights **Robert Giffords** spoke about the importance of outsourcing.*

Speakers included five Financial Insights experts who analyzed the financial services markets, IT vendor representatives, executives of Italian and international banks and renowned economists. Deutsche Bank Chief Economist Norbert Walter noted that several factors force European financial institutions and authorities to accelerate change within financial markets: the lack of competition, especially vis-à-vis the U.S., and changes to the regulatory system, such as the integration of European Union financial markets.

EMEA Director/Financial Insights **Robert Giffords** underlined the importance for banks to adequately measure their performance and to outsource non-core activities to third parties in order to become more profitable and efficient.

The Forum concluded with a roundtable of prominent Italian economists and journalists who discussed how banks can help large companies evolve and be more competitive through technology. Banks can facilitate enterprises' access to credit and invest in the most promising companies, accepting medium- to long-term return on those investments.

Contact Claudia Corradi at ccorradi@idc.com. WU

Coming up

IT Roadmap/Future Vision
Nov. 30
Sheraton Framingham
Framingham, Mass.
www.networkworld.com

IT Roadmap/Future Vision
Dec. 2
Crowne Plaza San Francisco Airport
Burlingame, Calif.
www.networkworld.com

IT Roadmap/Future Vision
Dec. 14
Renaissance Dallas-Richardson Hotel
Dallas
www.networkworld.com

IT Roadmap/Future Vision
Dec. 16
Hyatt Woodfield
Schaumburg, Ill.
www.networkworld.com

Macworld Conference & Expo
Jan. 10-14
Moscone Center
San Francisco
www.macworldexpo.com

Context
An IDG World Expo event
Jan. 12-14
Moscone Center
San Francisco
www.contextconference.com

IDG

November 29, 2004

Online Advertising Coordinator (PCW)
The Online Advertising Coordinator reports to PC World's Online Ad Operations Manager and is responsible for setting up/running all ad campaigns for PCWorld.com, as well as its newsletter operation and affiliated sites. The coordinator will handle and post all incoming creative and ad materials, monitor online ad fulfillment, and troubleshoot as needed. S/he will develop and run tracking reports, forecasts, and analysis for clients. Candidates should have previous online ad trafficking experience using Doubleclick DART, strong Excel, communications and analytical skills, and enjoy researching and resolving questions and working with others.
Location: San Francisco, CA
Email: jobopps@idg.com

Program Director, Demand Chain Strategies (IDC)
Manufacturing Insights is seeking a research director to lead the Supply Chain Strategies product family. The research director will have responsibility for Demand Chain, the Chemical and Consumer Package Goods industry, and emerging trends in the use of Radio Frequency Identification (RFID). He/she will be responsible for coordinating the research agenda with other Manufacturing Insight analysts as well as other Analysts throughout IDC. The individual must have strong project management experience as well strong writing and presentation skills. For more details, please visit idc.com. ***Location: Framingham, MA***
Email: idc_jobs@idc.com

Program Director, Product Development Strategies (IDC)
Manufacturing Insights is seeking a research director to lead the Supply Chain Strategies product family. The research director will have responsibility for Product Chain, Discrete Manufacturing (including Aerospace, Automotive, and other discrete industry segments), and emerging trends in Lean Enterprise principles. He/she will be responsible for coordinating the research agenda with other Manufacturing Insight analysts as well as other Analysts throughout IDC. The individual must have strong research project management experience as well strong writing and presentation skills. For more details, please visit idc.com. ***Location: Framingham, MA***
Email: idc_jobs@idc.com

Program Director, Supply Chain Strategies (IDC)
Manufacturing Insights is seeking a research director to lead the Supply Chain Strategies product family. The research director will have responsibility for Supply Chain, High Tech Manufacturing, and emerging trends in offshore production operations. He/she will be responsible for coordinating the research agenda with other Manufacturing Insight analysts as well as other Analysts throughout IDC. The individual must have strong research project management experience as well strong writing and presentation skills. For more details, please visit idc.com. ***Location: Framingham, MA***
Email: idc_jobs@idc.com

Sr. Analyst, Forums and Customer Service (IDC)
Manufacturing Insights is seeking a forum analyst to provide program management oversight to the creation of a supply chain executive board. The forum analyst will have responsibility for recruiting and retaining members as well as coordinating the activity. The board members will help to direct the Manufacturing Insights research agenda and benefit from peer interaction. Additionally, the individual will have overall responsibility for coordinating inquiry activity from the Manufacturing Insights client base. For more details, please visit idc.com.
Location: Framingham, MA
Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Sr. Analyst, Manufacturing Metrics Research (IDC)

Manufacturing Insights is seeking a senior analyst. The senior analyst will conduct primary research that supports budgetary, forecasting and benchmarking research on the manufacturing industry. The senior analyst will be responsible for the development and maintenance of a benchmarking database. He/she will work closely with all analysts in Manufacturing Insights to develop quantitative-based research. For more details, please visit idc.com.
Location: Framingham, MA
Email: idc_jobs@idc.com

Sr. Account Executive, Manufacturing Insights (IDC)

Manufacturing Insights,an IDC company, is responsible for developing market research and advisory services focused on the Manufacturing industry. We are currently seeking a Senior Account Executive who has been successful selling into global manufacturing organizations as well as IT vendors who serve the manufacturing industry. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Manufacturing Insights practice. This position will have nationwide sales responsibilities for selling the Manufacturing products – subscription advisory services, multi-client studies and consulting projects. The successful candidate will be able to make presentations on the product offerings to CIOs, and tailor the Manufacturing Insights offerings to client needs. The individual must be knowledgeable about IT issues in manufacturing; have relationships with manufacturing companies and IT vendors serving the manufacturing industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. For more details, please go to idc.com. ***Location: Framingham, MA***
Email: idc_jobs@idc.com

Sales Assistant (IFW)

InfoWorld seeks an organized, customer service--oriented individual to provide part-time administrative support to our east coast sales team in the Paramus, NJ office. The Sales Assistant will be responsible for the day-to-day functioning of the office, including filing, ordering supplies, organizing mailings, corresponding with clients, and special projects. The ideal candidate will have strong communication and clerical skills, and will thrive in a fast paced environment. Requirements include at least 2 years of administrative experience and proficient computer (Word, Excel, Powerpoint) skills. ***Location: Paramus NJ***
Email: jobopps@idg.com

PC World Greece

continued from page 1

At-a-glance

Recently founded, IT Publications Hellas Ltd. has 30 employees. In addition to *PC World Hellas*, beginning in January it will publish *Computer Active*, a magazine for users new to computers.

Contact information

IT Publications Hellas Ltd.
99B, Lavriou Ave.
19 002, Peania, Attica
Greece

ucts of IT companies." (In fact, local advertisers are so eager for *PC World* that IDG International Publishing Services VP of Licensing **Jim Sullivan** said he had received e-mails from two Greek IT firms looking to advertise in *PC World* because they had heard it was launching.

The first issue's print run will be 75,000 copies and 60,000 in the following months. Ropodis said he expects to sell most copies on newsstands for — depending if a CD is offered — 6.00 to 6.50 Euros (US$7.80 to $8.50), with only 5% to 10% of sales coming from subscriptions. Ropodis said the audience for *PC World Hellas* is largely men between the ages of 20 and 45 — IT professionals and managers, computer enthusiasts and technology lovers.

"Although we will target both the business and consumer markets, we will largely keep *PCW*'s consumer character," Ropodis noted. "Business markets will be covered by special vertical inserts." He said 15% to 20% of the editorial content will come from *PC World* U.S.; the rest will be produced locally.

(L-R): PC World Hellas Managing Editor ***Petros Papathanasiou****, Publisher and Editor-in-chief* ***George Ropodis*** *and Test Center Coordinator* ***Dimitris Karetsos****.*

Ropodis said the monthly's biggest challenges initially will be to increase circulation, develop the best test center lab and create a popular Web site. (The latter will launch in January at www.pcw.gr after the second issue is released.)

For more information contact George Ropodis at ropodis@itpublications.gr.

PC World Macedonia

continued from page 1

0 20 40 km
0 20 40 mi
SERBIA AND MONTENEGRO
BULGARIA
Kumanovo
Tetovo
SKOPJE
Golem Korab
Gostivar
Štip
Titov Veles
Kičevo
Strumica
Prilep
Lake Ohrid
Lake Prespa
Bitola
Lake Dojran
ALBANIA
GREECE

Contact information

PC World Macedonia/PLUGIN
str. Ho Shi Min 58b
1000 Skopje
Republic of Macedonia

Prochkovska expects that the new publication will move toward more complex topics to meet reader demand from that segment, an audience its competitors seem unequipped to address, she said.

For years *PLUGIN* dominated the market, which included just one weak competitor. In October, however, a local media company launched *Enter*, a low-priced title that's being aggressively marketed. While Prochkovska feels the content pales in comparison to *PLUGIN* and the print quality is poor, "in our country — where the economic situation these days is going from bad to worse — only the price is important."

The company's decision to include a CD containing software programs and demos is perceived as an added value by readers but also prevents Prochkovska and her team from building a subscription base — for now. The country's current postal rules disqualify publications containing CDs from being mailed at the cheaper print material rate. *PC World Macedonia* sells for 150 denars (US$3), and the mailing fee would be almost the same.

While the small market holds many challenges, IDG International Publishing Services VP/Licensing **Jim Sullivan** and Licensing Manager **Jean Gasbarro** visited the company in Skopje in June to sign the license and said they have been very impressed with the close-knit team and their ideas for building circulation and reshaping the publication.

JEAN GASBARRO

The founders of PLUGIN, which publishes PC World Macedonia/PLUGIN, are (left) Executive Editor ***Ljupco Prochkovski****, General Manager* ***Julijana Prochkovska*** *and editorial board member* ***Vlado Velkov****.*

Macedonia's population is about two million. Several institutions in the country have attempted to collect IT-related data during the past few years, but little is now relevant. However, the IDC Adriatics office in Zagreb, Croatia, oversees IDC's research activities in the area and estimates the value of the Macedonian IT market at nealy $68 million in 2004 with a compound annual growth rate of 11% through 2008. IT hardware accounts for 64% of spending.

The new publication represents the second time IDG has signed a *PC World* licensee in Macedonia, having had a relationship with a previous publisher between 1996 and 1998.

Contact Julijana Prochkovska at jule@plugin.com.mk.

noteworthy people

ERIC CORMIER

Silverman

IDG WORLD UPDATE

Huck

Promotions

Network World Senior Director, Event Sales **Neal Silverman** has been named VP, Events and Executive Forums. "Neal has been instrumental in bringing key stakeholders together at the already successful Executive Forums and Technology Tours," said **John Gallant**, Network World president and editorial director. "With large tradeshows becoming less popular, conferences that focus on more targeted topics extend the reach of sellers and address key audiences are filling the information void. With Neal's appointment, we're going to capitalize on this trend." *nsilverman@nww.com*

PC World Research Manager **Lisa Huck** has been promoted to research director. "We have all benefited from Lisa's smarts, dedication and professionalism," said PC World Publisher **Bob Ostrow**. "Whether conducting focus groups, managing the editorial research or assisting the salespeople in servicing their clients and helping them close business, Lisa is there every step of the way. Lisa took the initiative in revamping our Reliability and Service Survey and has managed numerous advertising client studies. She also manages our relationship with IDG Research among many other responsibilities." *lisa_huck@pcworld.com*

New employees

Network World has hired **Eric Paul Anderson** as an associate graphic designer. A freelance designer on his own time, he is a recent graduate of the University of Connecticut with a B.F.A. with a concentration in communication design and a minor in art history. A big soccer fan, he plays in a league throughout the year. He also enjoys printmaking and bookmaking and "if I'm lucky and still have free time I'm probably traveling somewhere just to see what I haven't." *eanderson@nww.com*

Ellen Boland is IDG World Expo's new sales manager for the Bio-ITWorld and Wireless Sensing Solutions shows, coming from her role as marketing director for Medical Records Institute. She earned a B.S. in marketing from Bryant College in Smithfield, R.I., and enjoys entertaining, museums, cooking and running. She completed the Chicago Marathon, her first, this year. *ellen_boland@idg.com*

Previously an operations coordinator with Hudson Global Resources, **Sarah Madden** joins CXO Media as an ad sales associate with *CMO* magazine. She is currently attending Worcester (Mass.) State University, studying marketing and psychology, and enjoys nature photography, camping, boating and snowmobiling. *smadden@cxo.com*

Thomas Pimental joins Computerworld as an analytics and audience development manager, coming from MIT's *Technology Review* where he was a Web producer for technologyreview.com. He graduated from the University of Massachusetts/Lowell with a B.A. in history and a minor in political science and enjoys softball, video games and the piano. He and his wife recently closed on their first house. *thomas_pimental@computerworld.com*

Client Service Representative **Charlie Harris** comes to IDC in San Mateo, Calif., from his role as inside sales account manager at FileMaker. He holds a B.S. in business administration from Saint Mary College and enjoys golf, mountain biking and hiking and last year went hiking at 17,500 feet above sea level in Nepal. *charris@IDC.com*

IDC Framingham has hired **Noel Stevens** as a senior analyst. He was previously a market research analyst with PC Connection and holds a B.S. in resource economics from the University of Massachusetts and an M.S. in resource economics and policy from the University of Maine. Away from the office he enjoys hiking and biking. *nstevens@idc.com*

Previously a Walgreen's service manager, **Salvador Guillen** joins IDG Central Services at 501 Second St. in San Francisco as office services coordinator. In his free time he enjoys sports. *salvador_guillen@pcworld.com*

One on One

continued from page 3

also encouraged to attend various IDG product line and managerial meetings to share and learn best publishing practices. The other main level of support is selling the licensed publication to advertisers worldwide through IDG's Global Solutions sales team. This is a major advantage for our partners as any business from areas outside of their local markets is a huge boost to their profitability.

Q **Can you give a quick wrap-up of IDG licensing highlights in 2004? What's ahead for FY05?**

A The good news is we are signing new licenses again in 2004 after a very slow period from 2001 to 2003. We have signed *PC World* licenses in Greece, Macedonia, Estonia, Thailand and the Ukraine. We have signed *Computerworld* agreements in Hong Kong and Belgium a *LinuxWorld* title in the Middle East and *CIO* in South Africa. We are looking to add partners in Taiwan, Indonesia and Croatia during 2005. Another area of focus will be growing our portfolio of titles with our existing partners as we see an improving economy and growth in IT advertising.

*Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for regular columnists IDG Chairman **Pat McGovern** and IDG CEO **Pat Kenealy**, will be passed along anonymously. Write to world_update@idg.com.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Shirley Horrocks *IDC U.K.*

23

Sheryl Merchant *IDG Global Solutions*

21

Birgit Götz *IDG Germany*

19

Andrea Kühler *IDG Germany*
Julien Pottier *IDG France*

18

Marianne Kraus *IDG Germany*

17

Allison Stamm *IDG Research Services*
Lars Dahmen *IDG Sweden*

16

Sally Reinfeld *IDG*
Mary Ann Doolin *IDG List Services*

15

Elizabeth Heichler *IDG News Service*
Carolyn Marsan *Network World*

14

Michaela Maack *IDG Germany*

13

Kristen Kim *IDG*
Maria del Mar Cabanas *IDG Spain*
Eva Villalba Perez *IDG Spain*
Gaby van Meijnckens *IDG Netherlands*

12

Mihály Sipos *IDG Hungary*

11

Michele Reimer *IDG Entertainment*

10

Stuart Needels *IDG*
Neil Weinberg *Network World*
Elizabeth Martinez *Network World*
Ilva Schuring *IDG Netherlands*
Adam Urbanek *IDG Poland*

9

Alexander Hüls *IDG Germany*
Maria Jose Fernandez *IDG Spain*
Thierry Bienfait *IDG France*
Natalia Peksa *IDG Poland*

8

Diane Bobbitt *IDG*
Ana Mora Rodriguez *IDG Spain*
Tehmasp Parekh *IDC Australia*
Shigeru Nakabayashi *IDG Japan*
Wataru Satomi *IDG Japan*

7

Craig Eastman *IDG Entertainment*
Alexander Mohn *IDG Germany*
Ludovic Poussier *IDC France*
Hyun-Ju Kim *IDC Korea*

6

Michele Zarella *Network World*
Michael Howe *IDC Canada*
Martin Mantel *IDG Germany*
Mette Holst Thøgersen *IDG Denmark*

5

John Russell *Bio-IT World*
Alan Anzalone *IDG Entertainment*
Michael Guerin *Network World*
John Cooney III *IDG*
Kaitlyn Greene *IDG World Expo*
Margaret Um *IDG*
Károly Mezei *IDG Hungary*
Hans-Peter van Thiel *IDG Netherlands*
Lars Harkjær Møller *IDG Denmark*
Cyrille Chausson *IDG France*
Ralph Sheridan *IDC U.K.*
Gaby Salvisberg *IDG Switzerland*

4

Stephanie Merrill *IDG World Expo*
Caitlin Horgan *Network World*
Isabella Tomalla *IDG Germany*
Joachim Joestingmeier *IDG Germany*
Jean Philippe Bouchard *IDC France*
Ceila Silva Santos *IDG Brazil*
Maarten Reijnders *IDG Netherlands*
Mike van Zijl *IDG Netherlands*
Caroline Evans *Macworld U.K.*
Sapphire Yong *IDC Singapore*
Selina Ang *IDC Singapore*
Douglas Jaffe *IDC Singapore*
Kit Yau *IDC Hong Kong*
Kinue Ishibashi *IDC Japan*
Stéphane Dufresne *IDG France*
Hiroki Tanaka *IDG Japan*
Peter Hulleman *IDC Benelux*
Terry Cummings *IDC U.K.*
Ernst Tanner *IDG Switzerland*
Viggo Bjerre *IDC Nordic*

3

Capel States *Bio-IT World*
Helen Flagg *IDG List Services*
Michael Trier *IDG Germany*
Jürgen Schlott *IDG Germany*
Rene de Wit *IDG Netherlands*
Melissa Leong *IDC Singapore*
Hisashi Kajita *IDC Japan*

2

Dennis Barker *Bio-IT World*
Ronald Moreau *IDG World Expo*
Sheri Cottreau *IDG World Expo*
Steffen Mortendsen *IDG Denmark*
Marianne Suderjanan *IDC Singapore*
Philip Allen *IDC Australia*
Jenny Jin *IDC China*
In-Q Han *IDC Korea*
Terry Tsao *IDC Taiwan*
Clark Tseng *IDC Taiwan*
Mark Haung *IDC Taiwan*
Vanessa Yang *IDC Taiwan*
Kitty Leering *IDC Benelux*
Tiina Kivilahti *IDC Nordic*

1

Adam Pavlacka *IDG Entertainment*
Alka Tanan *IDC Canada*
Stefan Knecht *IDG Germany*
Ines Pariente *IDG Germany*
Michael Lohmann *IDG Germany*
Inge de Brouwer *IDG Netherlands*
Jochem Kossen *IDG Netherlands*
Emma Charrington *PC Advisor*
Liam Gunson *IDC New Zealand*
Imran Majid *IDC U.K.*
Kacper Antoniszczak *IDG Sweden*
Niclas Söderlund *IDG Sweden*
Silvia Hammarberg *IDG Sweden*
Jackie Dove *Mac Publishing*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Classified ads are on IDG Central

Go to the post-it-yourself classified ads section of IDG's intranet, IDG Central (www.idgcentral.com), for a variety of vacation rental listings (Florida, New England, Arizona, Grand Caymans) and other classified items. Here's the most recent posting:

Cape Cod Beach Rental (June - Sept. 2005)

Dennisport (Near Sundae School Ice Cream Parlor). 2 bedroom/1 bath w/inside shower; sleeps 5. Cable TV, microwave, screened porch, outside shower. Great for families! Walk to beach, ice cream parlor and fine restaurants. $850/week. Sunday to Sunday rental. Available June through September. Contact Valerie Sanclemente at valerie_sanclemente@idg.com or tel: +508-935-4741.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Jerry Weltsch** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"You can shut down your SETI@home. We just found Steve Ballmer's brain."
Tomas Gilså *IDG Sweden*

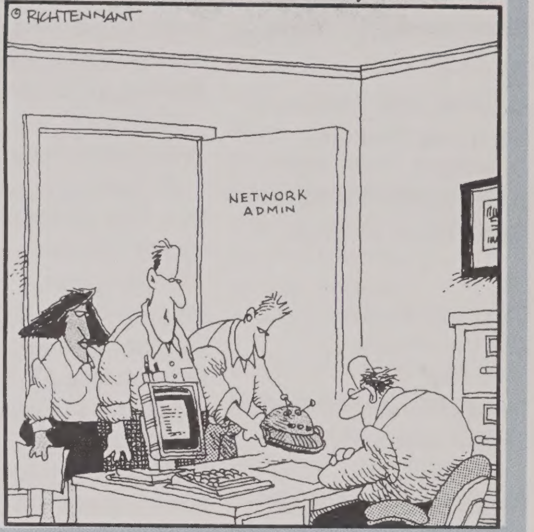
"Our new Disco Worldwide Wirelss Router wil solve all your problems...wanna buy it?"
Daniel Cardamone *IDC Latin America*

"We need shotguns. The bugs are getting worse."
Mats Lövgren *IDG Sweden*

Rich Tennant's original caption:

"We found where the security breach in the WLAN was originating. It was coming in through another rogue robot-vac. This is the third one this month. Must have gotten away from its owner, like all the rest."

The 5th Wave By Rich Tennant



"We like the idea of a wireless network, but this headgear-wireless network adapter just isn't going to cut it."
Jerry Weltsch *IDC*

and finally.

Sign up to receive *IDG World Update* via PDF

IDG employees can request *IDG World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@csglyris.idg.com. Do not write anything in the subject line or in the text field.

PDF issues are also available in the *World Update* section of IDG Central (www.idgcentral.com).

Last week IDG World Update cast its net around and asked IDG employees to name their favorite non-work-related Web site, explain what makes it so great and what, if anything, they'd change if they could. A second round of their responses follow.

Rhapsody music service, www.listen.com

"As a life-long music junkie, I love to wander — virtually speaking — through the huge database of selections that are available on Rhapsody. The site cross-links artists by genre and era, so it's easy to stumble across long-lost gems as well as some deliciously gruesome moldy oldies and one-hit wonders from decades past. Best of all, I can access the site from anywhere I can find Internet access, so my favorite music is almost always just a few mouse clicks away.

"If I could change anything , it would be to include even more artists in the selection. As vast and as wonderful as it is, Rhapsody currently suffers from a few conspicuous absences, like The Beatles."

— ***Bruce McCurdy****, online product development manager, PC World U.S.*

All Recipes, www.allrecipes.com

"Several times a week, I print out quick and easy recipes that are good and nutritious. As a spouse and parent who works a distance from the office, I need simplicity in weekday meal-making. The site offers a rating system of the meals, which is extremely helpful in deciding what to try and what to stay away from, too. I would change the user experience to distinguish between the paid and free portions of the site, especially when the user is many layers deep into the site."

— ***Nancy Percival****, IT Careers, VP*

Inter Football Club, www.inter.it

"It's the Web site of my favorite soccer team — Inter Football Club of Milano. Inter won the Italian premiere league 13 times, as well as two World Cups and five European Cups. I would like seeing more breaking news about the whole team situation and be able to interact in real time with its management to exchange opinions and comments."

— ***Alessandro Degli Occhi****, Network World Italia, editor-in-chief*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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WWW.IDGCENTRAL.COM

Only on IDG Central

Meet your colleague: Network World's **Eric Danetz** managed to run a $1 million loss into a Salesperson of the Year award-winning performance.

Profit margin report: See how each of IDG's wholly owned publications performed for the month of October.

Writing workshop: In writing, redundancy works against you. It usually results from inattention and can trigger the same state in your reader. The excess words often feign innocence — what could be wrong with a free gift? Colossal-size olives? Because "free" is implicit in the word "gift" and "colossal" contains the meaning "size," the words "free" and "size" are superfluous. Here are some examples of deadly fat spotted in articles that crossed our desks.

***World Update* story online: First IDC Asia/Pacific CIO Summit is a big success** IDC Asia/Pacific Managing Director **Piyush Singh** opens the first CIO Summit. Held in Bangkok last month, the invitation-only gathering enabled 57 CIOs from 14 countries to mingle with IDC country managers and 18 executives from sole sponsor Hewlett-Packard to discuss "Weaving IT into the Business Fabric." A team-building exercise involving music offered a new twist on networking.

Check out these features, stories and more on www.idgcentral.com. If you need a login and password, you may request them on the homepage.

IGS events in Asia promote the IDG brand globally

IT vendors and agencies in Asia interested in targeting audiences outside their own region participated in three multi-faceted briefing sessions last month. IDG Global Solutions (IGS) coordinated the complimentary, invitation-only sessions with the assistance of local IDG affiliates: IDC Japan and IDG Japan in Tokyo; IGS partner Impressions in Taipei and IGS partner Far East Marketing, Inc. in Seoul.

"Our goal was to promote the IDG brand globally to these specific markets and help clients with their marketing efforts," said IGS Vice President **David Harmer**, who developed the workshops along with IGS U.S. International Research and Marketing Manager **Ekapat Chareonlarp**. "By giving clients information and objective guidance that helps them sell their products, we're contributing to growing the IT market in these regions and positioning IDG as a trusted partner."

*(L-R): K.C. Lee, general manager of Inventec, confers with IDG Poland Managing Director **Kazimierz Szot**, Computerwoche International Sales Manager **Achim Schaefers** and IGS Taiwan Representative **Cian Chu**.*

Approximately 90 clients registered for the half-day sessions in Tokyo and Taipei. IDG Chairman **Pat McGovern** described IDG's corporate culture and his vision of quality publishing. IDC Director/Global Research Organization **Stephen Minton** talked about IT market opportunities by geography and

continued on page 5

CIO conference focuses on hot issues for upcoming year

CIO magazine's second annual forward-looking meeting for CIOs and senior IT executives took place last month in Scottsdale, Ariz. CIO | 05, The Year Ahead attracted almost 300 professionals from the nation's leading business, government and non-profit organizations to examine the major trends that will have a significant impact on the role and responsibilities of the CIO in the coming 12 to 24 months. Conference topics included the economy, politics, IT, jobs and people, law and society, global citizenship and sourcing, and the future of IT.

> *"The conference also provides important views from an economic and geopolitical standpoint that will directly impact CIOs' ability to effectively manage their responsibilities."*
>
> *— Jennifer Richards*

*After her keynote, former U.S. Secretary of State Madeleine Albright (l) joined CIO Editor-in-chief **Abbie Lundberg** on stage for a Q&A with the audience.*

"The CIO | 05 Conference is a must for the CIO who wants to be prepared to meet the challenges and opportunities that will arise in 2005," said **Jenni-**

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newsworthy

in brief

IDC Brazil holds Directions briefing

IDC Brazil held its ninth annual Directions briefing session last month in São Paulo to provide an overview of the IT market in Brazil and regional and global IT trends. The day-long conference drew 143 marketing managers and directors from leading IT and telecommunications vendors in Brazil, overall a more senior and slightly larger group than last year.

IDC Brazil Country Manager **Fábio Costa**, hosting his first Directions since being tapped to lead the company earlier this year, opened the event. IDC guest speakers included Senior VP/International Business **Philippe de Marcillac**, Chief Research Officer **John Gantz** and Program Manager, Workstation & High-Performance Computing **John Humphreys**.

According to IDC, the IT market in Brazil grew at a rate of 11% in 2004, with 7% growth predicted for 2005. The economy in Brazil is recovering, and companies have started to invest in technology again; many have updated their installed base. End-user companies are creating bigger budgets for IT solutions such as contingency, security, business intelligence and ERP. Government, utilities and finance are the sectors expected to invest most significantly in technology next year.

IDC
Analyze the Future

***John Humphreys**, program manager, Workstation & High-Performance Computing speaks at the briefing.*

For the first time, IDC Brazil included non-IDC speakers in the agenda, and the panel discussion featuring CIOs from large end-user companies turned out to be the highlight of the event for the attendees, said IDC Latin America Marketing & Events Manager **Cristina Defendi**. Moderated by IDC Brazil Research Director **Mauro Peres**, the CIOs discussed the challenges they face as technology buyers, their priorities and their main concerns when considering who to select as an IT provider. Audience members had a chance to ask the CIOs questions about their strategies for IT investments, budgets and processes.

Write to Cristina Defendi at cdefendi@idcresearch.com.br. WU

Briefly noted

The good news continues. Two more IDG publications have reported winning awards in the recent Folio: Celebration of Excellence Awards Gala held last month in New York City. *InfoWorld* scooped up two silver Ozzie awards for Best Cover and Best Use of Digital Imagery for its June, 23, 2003, issue. *Bio-IT World* took home a bronze Eddie award in the B2B technology category and a bronze Ozzie in the B2B Best Use of Digital Imagery category.

IDG World Expo announced that it has licensed COMNET Conference & Expo to Communication Conferences LLC. The management team at Communications Conferences is composed of former members of the COMNET sales, marketing and show management team, and they will relaunch the event as the COMNET Summit in the fall of 2005 in Washington, D.C.

IDC Middle East & North Africa will hold its Storage Event on Jan. 17, 2005, at the Emirates Towers Hotel, Dubai. The event will feature keynote addresses from IDC analysts and presentations from its main regional partners: HP, IBM, Computer Associates, Dell, Silicon Graphics, EMC, CNT, Storagetek, Sun Microsystems and McData. Contact **Jyoti Lalchandani**, regional director, IDC Middle East & North Africa at jlalchandani@idc.com.

Computerwoche's CIO-level conference established as must attend event

Neu ziele fü
enture

*Computerwoche Editor-in-chief **Christoph Witte** addresses attendees at last month's IT Meets Business forum.*

Computerwoche's annual IT Meets Business convention drew 200 CIOs and other C-level executives to Munich late last month for two days of conversation centered on "New Goals for IT." Now in its sixth year, IT Meets Business has established itself as a must-attend event for Germany's top-level IT decision makers.

"The importance of close cooperation between IT and business management continues to increase, especially in light of the current still-difficult economic situation," said **Karin Giffhorn**, group publisher of IDG Business Verlag. "Our interactive IT Meets Business concept is aimed at getting participants ready to capitalize on future IT developments," she explained.

Sponsored by some of the biggest IT vendors in Germany including Accenture, Hewlett-Packard, Mercury, Intel, Siemens, APC Deutschland, Adobe and Unisys, the conference aimed to not only present a comprehensive analysis of the current economic situation in general and the IT sector in particular, but also shone a spotlight on proposals for addressing the current economic crisis, according to *Computerwoche* Editor-in-chief **Christoph Witte**.

"We had highly regarded speakers from all over the world who discussed various strategies that our audience of CIOs might adopt in the coming months," Witte said.

Speakers included Dr. Wolfgang Wiegard, chairman of the Germa Council of Economic Experts; Uli Holdenried, chairman of the management board of Hewlett-Packard GmbH; Dr. Friedrich Wöbking, member of the management board of Allianz Versicherungs-AG and Dresdner Bank; and Dr. Helmut Mahler, VP of information technology at DaimlerChrysler.

The convention also served as the setting for the award ceremony for *Computerwoche*'s User of the Year competition, presented in cooperation with the Gartner Group. This year's winner was MLP, a Heidelberg-based financial services provider, honored for the redesign of its IT infrastructure encompassing more than 300 European offices. A second prize was introduced this year for small and medium-size enterprises and was presented to the savings bank Sparkasse Bad Tölz for a voice-over-IP project that allowed the bank to cut its operating costs for the new telephone system by 70% year-over-year.

Write to Christoph Witte at cwitte@computerwoche.com.

the interview

one on one

Sandra Kupiec
The associate publisher at Network World is this week's guest columnist. Reach her at skupiec@nww.com.

"Rainmakers do detailed pre-call planning, they always have a written sales-call objective and always ask preplanned questions. Rainmakers only call on decision makers and others who directly impact the buy. They listen, are empathetic with their customers, encourage and appreciate objections, always ask for the order and upgrade the sale into other programs."

Q Describe your role as associate publisher at Network World.

A My role is to lead the West Coast sales operations, and I am responsible for all the advertiser revenue generated from the U.S. West Coast. I work with our sales team and strategize on accounts and sales packages, troubleshoot and collaborate with our sister companies. I also handle all the personnel issues, as well as step in to cover accounts when account directors are out. I was surprised when I was promoted from account director to associate publisher to find out just how different the two jobs really are. As an associate publisher, I have to think about the broader West Coast region, not just an individual territory, and I have to learn how to work most effectively with my colleagues. I have to listen more, inspire teamwork, provide tons of positive reinforcement as well as keep my team motivated. One thing I had to learn quickly was how to take responsibility for the loss of a sale but relinquish the win. Every win at Network World is a team effort led by an account director, and my role as the leader is to serve. What I really do for a living is listen, communicate, handle a lot paperwork, e-mail and make phone calls.

Q How did you get started in sales at IDG?

A I joined IDG more than 17 years ago as a sales assistant. The funny thing is this was only supposed to be a temporary job for me. My husband said that I had to get a job in order for us to buy a house. One day, after I had been at Network World for about a year, our district manager was out sick, and I had to make a sales call on one of our biggest clients to save the business. I did just that with the help of **Gary Beach**, who was our CEO and publisher at the time, and the rest is history. I enjoyed the rush of making the sale for Network World, caught the fever, and was quickly promoted into a sales territory.

Q What does it take to be a "rainmaker," a sales rep who can consistently bring in revenue?

A Rainmakers tend to be very organized. They do detailed pre-call planning, they always have a written sales-call objective and always ask pre-planned questions. In addition, rainmakers only call on decision makers and others who directly impact the buy. They listen, are empathetic with their customers, encourage and appreciate objections, always ask for the order and upgrade the sale into other programs.

Since each rainmaker is motivated in a different way, it is very important to figure out what motivates them so you can encourage them to make more rain each day. At Network World we have many goal-oriented contests that encourage the account directors to diversify the portfolio (or super-size the sale), improve yields and increase share. In addition, we provide all our account directors with the necessary tools to help them in their daily jobs.

Q How do you find and nurture clients?

A At Network World we are constantly in search of new business. Our philosophy is that we must maintain good relationships with both the large as well as the small accounts and call on both with the same intensity. I call this 'the cake vs. the frosting strategy.' The cake is made up of your largest accounts, and the frosting on the cake is all the small accounts. This strategy works great when times are good but has proven invaluable and a key differential advantage to us when the economy is challenging as the revenue from smaller accounts can offset some of the cutbacks from the larger accounts. As a result, even when the cake gets smaller, we get a larger slice.

Q Agency reps are notoriously jaded — how do you make Network World stand out to them?

A Network World account directors spend a great deal of time building close relationships with both clients and agencies. Fundamentally, people do business with people they want to do business with and spend time with. Sure, we entertain to create the most pleasant experience by which to conduct business, but we also need to help them achieve their goals by providing a ton of research, follow-up analysis and whatever else they may need tailored to their specific needs.

Q How much do you work with other IDG publications or other IDG associate publishers to bring in multi-publication contracts?

A I spend a lot of time working with other publications to help bring in contracts for IDG. More and more, we are being asked by companies and agencies to deliver one proposal that is integrated across IDG and takes advantage of multimedia company discounts. This is very time-consuming but also very rewarding. For example, IDG just won a large contract with Nokia that included print, advertorials and online that will run in *Network World*, *Computerworld*, *InfoWorld* and *CIO*. It is critical that we work together as a unified company so we can lock up as much business as possible. As associate publishers, publishers and VPs, we are all working together to

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Coming up

IT Roadmap/Future Vision
Dec. 16
Hyatt Woodfield
Schaumberg, Ill.
www.networkworld.com

Macworld Conference & Expo
An IDG World Expo event
Jan. 10-14
Moscone Center
San Francisco
www.macworldexpo.com

Context
An IDG World Expo event
Jan. 12-14
Moscone Center
San Francisco
www.contextconference.com

IDC Marketing Performance Measurement Summit: For Business-to-Business Marketers
Jan. 19
Embassy Suites Hotel
New York
www.idc.com

IDC Outsourcing Forum West: Moving from Efficiency to Competitive Advantage through BPO
Jan. 24-25
Hyatt Regency Embarcadero Center
San Francisco
www.idc.com

Storage Networking World/ Tokyo
Jan. 25-26
Shinjuku NS Bldg.
NS Event Hall
Shinjuku, Tokyo
www.idg.co.jp/expo/snw

Security Tech Update
Jan. 25-26
Shinjuku NS Bldg.
NS Event Hall
Shinjuku, Tokyo
www.idg.co.jp/expo/nws/index.html

CIO Perspectives on Enterprise Value and the CIO Enterprise Value Awards
Feb. 6-8
Fort Lauderdale, Fla.
www.cio.com/conferences

CIO conference

continued from page 1

fer Richards, senior VP of CXO Media's Executive Programs group, which organized the event. "The speakers and their presentations offer the nation's CIOs a comprehensive outlook. In addition to a technology management perspective, the conference also provides important views from an economic and geopolitical standpoint that will directly impact CIOs' ability to effectively manage their responsibilities."

To that end, the conference featured a roster of high-profile speakers that included:

- Former U.S. Secretary of State Madeleine Albright, who shared her unique insights into the serious struggles afflicting the world today and her thoughts on America's role as a defender and promoter of freedom. (More about Albright's talk can be found in CIO Web Editor **Sandy Kendall**'s blog at www.cio.com/blog_view.html?ID=201.)
- Linda Dillman, CIO of Wal-Mart, made a rare public speaking appearance to discuss the key trends and developments she sees affecting the world's largest company in the year ahead.
- Dean Jeffery Garten of the Yale School of Management addressed IT and business implications of the presidential election results.
- Campbell Soup Co.'s CEO Douglas Conant and CIO Doreen Wright spoke about their successful partnership, offering insights on how CEOs and CIOs can work together to create a more effective IT organization.

Sponsors for the three-day event included Compuware, Intel, Lawson Software, Lucent Technologies, MRO Software, PricewaterhouseCoopers, and Teradata.

"We kicked off the new branding and positioning for this program in 2003, and it is very rewarding to see how the team's efforts have been embraced by our C-level attendees. In the last two years, this program has been one of our fastest growing, garnering the highest percent of first-time attendees across the CIO portfolio," said Richards.

For more information visit www.cio.com/conferences or write to jrichards@cxo.com.

CXO Media's Executive Programs group tailors conferences to distinctive needs of top execs

The CXO Media Executive Programs team, pictured with guest speaker former U.S. Secretary of State Madeleine Albright at the recent CIO I 05 conference, includes (back row, l-r): ***Judith Kittredge****, conference manager;* ***Cynthia Mollus****, VP, conference management;* ***Andrea Slobogan****, marketing design specialist;* ***Jennifer Richards****, senior VP, Executive Programs;* ***Amy Turell****, director, event planning; Albright;* ***Michael Fahlsing****, senior user support specialist;* ***Glede Kabongo****, marketing manager;* ***Sandi Hughey****, senior client relations specialist;* ***Sarah Yee****, senior customer service coordinator. Front, l-r:* ***Michael Barbato****, senior logistics coordinator and* ***John Vulopas****, director, business development. Not pictured:* ***Brian Fuce****, manager, program operations, and* ***Shellie James****, director, marketing and audience development.*

CIO's Executive Programs team has been producing executive conferences since the early 1990s. Since the group's inception, it has produced more than 50 conferences attended by more than 10,000 senior executives. Each conference is developed to target the distinctive needs of a specific executive role: chief information officers (CIOs), chief security officers (CSOs), and, new next year, chief marketing officers (CMOs).

The Executive Programs team produces four-plus conferences per year. To date, the 2005 roster includes the following events:

- CIO Perspectives® on Enterprise Value & the CIO Enterprise Value Awards®, Feb. 6-8
- CSO Perspectives™: Balancing the Art and Science of Security, April 10-12
- CIO 100 Symposium & Awards Ceremony®: Leadership & Innovation for the Future of the Enterprise, Aug. 23-25
- CIO|06 The Year Ahead: Issues. Ideas. Impact. Nov. 6-8.

Additional conferences will be announced in the next several weeks.

December 13, 2004

Account Manager, Computerworld IT Leadership Council (CWI)

The Computerworld IT Leadership Council is a facilitator of peer-to-peer interactions among senior IT executives. The Sales / Account Manager role is a core function, providing day-to-day operational support for existing clients and growing into sales / business development. Responsibilities will include, but are not limited to, keeping up-to-date (biweekly) with needs of clients via telephone; using database and personal knowledge of clients and their initiatives to connect them to peers with related concerns and interests; staying informed of Computerworld and IDG research and sending clients relevant and timely materials. Candidates should have service experience with VIP's/ senior business people, a familiarity with the IT industry (understanding of the current issues, e.g. enterprise storage, compliance, security, etc.) a strong customer-service mentality and a sophisticated phone manner. Additionally, excellent verbal and written communication skills will be necessary. Experience in an executive search environment would be a plus.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Online Editor (CWI)

Computerworld is seeking an online editor to generate, oversee and manage several key content areas for Computerworld's successful and growing Internet business. Responsibilities will include launching and managing a major expansion of site-wide blogging by working with staff and freelance writers to ensure a steady stream of daily contributions; significantly growing audio webcast offerings; creating downloadable "executive bulletin" reports on various technology topics; working with print editors and other online editors to develop online content associated with important news and feature stories; and pitch in on e-mail newsletter editing when needed. Candidates should have a deep knowledge of and passion for blogging and interactive Web communities, as well as at least 5 years writing and editing experience. Experience writing and editing for technology professionals would be a plus.
Location: Framingham, MA
Contact: P. Sheer, Fax: 508-879-3760, Email: jobs@computerworld.com

Project Manager, Computerworld IT Leadership Council (CWI)

The Computerworld IT Leadership Council is a facilitator of peer-to-peer interactions among senior IT executives. Reporting to the Director, the Project Manager will manage strategic and tactical initiatives as they move from concept to delivery. This will include, but not be limited to, overseeing the creation and production of marketing materials, software development, on-line initiatives, and business development efforts; managing vendor relationships; liaison within Computerworld, coordinating efforts with project managers from other departments and preparing status reports for management, documenting and methodically working through action items. Candidates must be inspired by a fast-paced, entrepreneurial environment and should possess 3 years of formal project management methodology and a history of managing multiple types of projects. Familiarity with database reporting tools and some hands-on software and database development experience would be a plus. BA (or equivalent) required. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Senior Program Director, Conferences (IDC)

IDC's US Conference Group is seeking a Senior Program Director to join our growing team. The Senior Program Director has responsibility for launching and managing a new conference and expo that will be held in 2006. The primary responsibility of this position is to research topics and conduct content discussions with IT and business leaders to determine the unique value proposition for this event. The Senior Program Director is also responsible for hiring and managing a team with marketing, sales and operations experience in addition to participating in the selling process for sponsorships and exhibit sales. The ability to negotiate high level partnership agreements with publications and associations and to drive marketing and public relations is required in this role. The ideal candidate works well independently and as part of a changing team of analysts, external advisors, sponsors and salespeople. In working with the IDC sales team, the Senior Program Director will be responsible for developing a compelling sales pitch, identifying potential sponsors, and participating on sales calls with potential sponsors. Candidates must also have the drive to meet personal and team financial goals, demonstrate grace under pressure, be motivated to provide the highest level of service and value and possess superior verbal and written communication skills. 8-10 years of work experience, preferably 8 of which are in conferences. BS/BA required. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Office and Research Service Manager (IDC)

IDC is looking for a motivated and talented individual to manage the day to day operations of IDC's research services for its client and employee community. The key responsibilities for this position include administering research services for IDC clients, analysts and sales community, supervising client visits to the IDC library, interacting with clients in order to maximize opportunities for business development by making them aware of IDC services, products and conferences. The individual will also supervise the front office operations of the San Mateo office, including reception and switchboard operation, as well as serving as a central point of contact for facility issues, corporate programs, office assignments moves and changes, new employee intake. The successful candidate will interact with clients to schedule visits, ensure that clients have appropriate access to IDC research for reference on-site. The Office and Research Services Manager will interact with IDC support for library accounts on idc.com, including coordinating password changes for all domestic library accounts. The individual will also establish best practices for libraries and communicate them to each library. The position will also require the maintenance of a current summary of locations and services of international and domestic libraries on InsideIDC.com. The Manager will be responsible for the library budget. Third party research subscriptions will be managed for IDC community requiring interaction with vendor and employee community. The position requires at least 3 years of experience in corporate library setting. Experience in market research company is a plus. It will also be helpful to have additional experience in services role in a corporate setting. A degree in Library Science is preferred, though other undergraduate degrees are also acceptable. We are looking for someone with strong written and verbal communication skills, a person who can work and interact comfortably with all levels within the company, with clients and with outside vendors. The successful individual will be well-organized and able to manage multiple tasks and priorities simultaneously. ***Location: San Mateo, CA***
Contact: J. Klepper, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Pricing Services Program (IDC)

IDC's Pricing Services Program covers competitive pricing data for the major hardware markets in the IT space including PC, server, peripherals, enterprise storage, and networking both domestically and internationally. The analyst will assist team members in business development activities as well as manage the day to day throughput of critical program data. Key responsibilities include running price lists, entering specification data, managing pricing deliverables, and providing client support to the approximately 30 clients in the pricing program. The analyst will also help manage many aspects of the sales cycle, including identifying and contacting potential prospects and educating them on our service offerings via live web conference. The analyst will have strong facility with PC applications including Lotus Notes, Excel, Access and PowerPoint, and experience working with database products. A Bachelor's degree is required with a focus in computer science, statistics and economics a plus. We are seeking someone who is detail oriented and has experience working independently and thinking critically about information and data. Relocation is not available. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Marketing Specialist (IDC)

IDC's Integration, Deployment & Application Strategies (IDeAS) and Services Research Groups are seeking an energetic individual with a "can do" attitude to join the marketing programs team to manage marketing programs for IDC's worldwide research. This position affords an excellent opportunity to manage many aspects of marketing communications within the context of software and services market research. Activities performed in the Sr. Marketing Specialist role include overseeing all the promotional writing for the group including: press release writing, promotional writing for email campaigns, Web and newsletter content, list management, tracking marketing metrics, and collateral creation. Analyst and sales support for the IDeAS and Services Group is also required. Exceptional written and communication skills are needed as well as the ability to work in a collaborative team environment. The individual in this position will have contact with IDC customers, the press, IDC research analysts, IDC's sales force and outside freelance designers. The candidate must be an independent self-starter who is organized, creative, and capable of working on several different projects simultaneously. This individual must have good people skills and the ability to motivate others. Prior management of others is suggested but not required. 2-4 years of marketing experience including promotional writing, creative visualization and marketing communications is desired and a B.A. degree is required. Familiarity with Microsoft Office products is essential and knowledge of graphic programs is suggested, but not a must. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Research Manager, Document Solutions (IDC)

IDC is actively building the premier market research, intelligence and consultancy practice in the Document Management space. We are seeking a Research Manager to help develop and drive this practice by developing, conducting and executing business-process document management market research; providing trending and outlook analysis; and leading strategic consulting assignments focused on companies selling solutions and services into document-intensive vertical industries. The Research Manager will be a key member of the Document Solutions research team. This position involves primary research with regards to the role of document management in key business processes. This individual will assist in developing and executing a research agenda in support of our clients' solutions and services efforts, assess leading indicators and best practices within document management. Responsibilities include scoping projects, defining methodology and completing consulting projects of varying length and complexity against pre-defined deadlines. The position is also responsible for responding to inquiries from clients, investors, and the press. We are seeking professionals with backgrounds in document or content management - specifically who understand document-intensive business processes, their variation by vertical industry and by corporate function, how customers make decisions to transform these processes for greater effectiveness and efficiency, and the partners with which they consult and implement solutions. This professional will also have experience in business development, analysis, and project management. The individual should have at least 6 years of professional experience in document or content management either at a vendor or at a customer, and have experience in client relationship development, solution creation with senior level executives, project management and execution, and possess strong writing, public presentation and communication skills. Familiarity with qualitative and quantitative research methodologies is needed. Candidates who possess an MBA are preferred. This position is based in IDC's Framingham, MA office, with approximately 25% travel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Network Management (IDC)

IDC's Enterprise Research Group is seeking a Senior Research Analyst to cover key infrastructure management markets including enterprise network management and related carrier-class network management. The analyst will be chartered with providing insightful research, analysis and guidance to clients on key market trends to management and network vendors. This analyst will be responsible for covering a range of topics in the networking space from WiFi/WiMax strategies and innovations to VOIP network management and from network technology innovation to consumer adoption of network/telecom services. Key responsibilities include conducting research, quantitative analysis including market sizing, and producing multiple documents on a quarterly basis to fulfill the requirements of the Network Management Program. In addition, the analyst will develop a presence within the industry and press community based on their industry expertise. Client interaction and inquiry is an integral part of the analyst role and along with this the ability to assimilate industry information and provide advice and guidance to your clients is critical. Clients include the infrastructure management vendors, networking/telecom vendors and service providers. Collaborative efforts will include work with the Telecommunications Group, the Software Group and the Asia Pacific and European regions. Skills which are critical for this position include developed writing and analysis skills, more specifically the ability to synthesize multiple and disparate pieces of data into concise and insightful client deliverables; experience championing multiple deliverables and deadlines and the ability to efficiently cover all bases; strong communication skills with proven experience in developing client relationships. We are seeking analysts with an understanding of marketing, product management, product marketing, solutions management and some knowledge of the networking or telecom industry overall. Candidates should possess 5 – 8 years of work experience and a bachelor's degree with a strong academic record. International business experience is preferred. Travel requirements are minimal to start. Relocation is not available for this position. ***Location: San Mateo, CA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Campaign Executive (IDG List)

IDG List Services has an immediate need for a full time Campaign Executive to join the team. The successful candidate will be responsible for production operations related to both postal and electronic list rental fulfillment. Responsibilities include: the ability to communicate with all levels of sales, clientele, and service providers to insure the timely production of all list rental needs. Candidates must be detail-oriented with strong writing, organizational, time management and customer service skills. The position requires the ability to multi-task and prioritize in a fast paced, deadline oriented environment. Proficiency with the internet and Microsoft Applications required. A college education is preferred, 2-3 years of relevant experience and knowledge of list rentals or direct marketing is a plus.
Location: Framingham, MA
Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Sales Assistant (IFW)

InfoWorld seeks an organized, customer service-oriented individual to provide part-time administrative support to our east coast sales team in the Paramus, NJ office. The Sales Assistant will be responsible for the day-to-day functioning of the office, including filing, ordering supplies, organizing mailings, corresponding with clients, and special projects. The ideal candidate will have strong communication and clerical skills, and will thrive in a fast paced environment. Requirements include at least 2 years of administrative experience and proficient computer (Word, Excel, PowerPoint) skills. ***Location: Paramus, NJ***
Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Asia Correspondent (NEW)

IDG's daily, international news service seeks an experienced, high-energy journalist to cover the Asian information technology industry. Location for the position is open to discussion; possibilities include Hong Kong, Taipei, and Seoul. Wide-ranging responsibilities include covering the news desk and editing, and reporting on trade shows, press conferences and other breaking news for the daily wire. Travel is a necessary part of the job. This position requires fluency in at least one major Asian language in addition to native English. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. ***Location: Flexible***
Contact: E. Heichler, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Director of Online Business Development (NWI)

Network World has an exciting opportunity for a seasoned professional with an entrepreneurial spirit to lead our business development efforts for our award winning website - http://www.nwfusion.com. This position plays a key role in the future development and growth of Network World's online business. With a seat on the Online Leadership Team, the successful candidate will utilize their strong business acumen to evaluate, develop and manage new revenue streams, products, partnerships, joint ventures and acquisitions. From inception to completion, the director of online business development will be responsible for managing the deal structure, negotiations and contract process with new and existing online partners. As the new sales program champion you will work closely with our sales team to create new online programs and expand existing revenue streams. This opportunity requires 5+ years of business development experience in an online or publishing environment. Candidates must be able to demonstrate strategic vision and the ability to "close the deal". Candidates will have strong communication skills and presentation skills. An MBA is preferred; a BA or BS degree is required. ***Location: Southborough, MA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Event Operations Coordinator (NWI)

Network World is seeking a highly organized, detail-oriented individual to work with our events operations team. The Event Operations Coordinator will be responsible for materials management for all Network World events. Specific duties include managing speaker presentations, event fulfillment, freight, and preparation of all onsite materials. Candidates must possess superior customer service skills, the ability to effectively manage multiple projects and be proficient in creating presentations using PowerPoint. Prior experience in seminars and events preferred. Moderate travel is required. ***Location: Southborough, MA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IGS at-a-glance in Taiwan, Korea and Japan

IDG Global Solutions representatives are responsible for selling ads from local companies into IDG publications, Web sites and products outside their region.

Taiwan
IDG's representative, Impressions, is being branded as IGS Taiwan. Chief Consultant **Cian Chu**, who owns Impressions, has worked with IDG for the past 18 months and also worked for IGS' previous representative in Taiwan. In the two years she has been associated with IGS, Impressions has more than doubled international ad revenues out of Taiwan. Given that IDG does not currently have a publishing licensee in Taiwan, selling the IDG brand internationally is particularly difficult, said IGS VP **David Harmer**. He said Impressions staff will be attending more IDG-related events and business units in the coming months to further solidify its IDG ties. Write to cian@impressions.com.tw.

Korea
Far East Marketing, Inc. has been the IGS representative for six years and has grown revenues each of the past years. Today, they are 50% ahead of budget for FY05. Write to **C.H. Park** at femchp@unitel.co.kr.

Japan
IDG Japan has been the IGS partner in Japan for four years. "Operating in the world's second largest IT market is a significant responsibility, and IGS Japan sales representative **Tomoko Fujikawa** ensures that all of IDG's global products are represented to the headquarters offices of IDG's largest Japanese customers," Harmer said. "I encourage all IDG publications sales managers to work with her to ensure great representation in Japan of their individual products." Write to International Sales Representative Tomoko Fujikawa at tfujikawa@idg.co.jp

IGS

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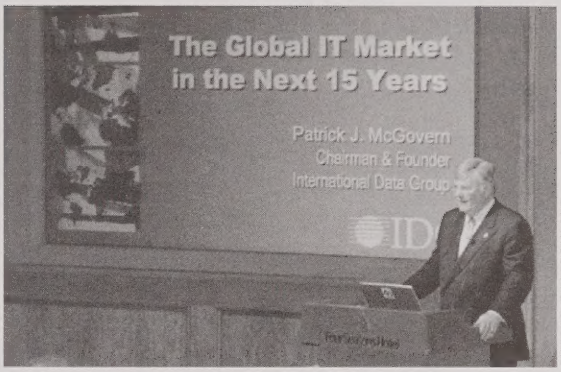
sector, and International Advertising Association CEO — and former IDG SVP — Frank Cutitta focused on how to maximize those opportunities by adapting advertising messages to fit local cultures. Speakers from the sponsoring business units — IDG Germany, IDG Poland and PC World U.S. — outlined their company's portfolios and met with potential clients during networking receptions, which featured a sponsors' product display area.

The sessions in Seoul were designed to be smaller and less formal and were held at Samsung and its in-house ad agency, Cheil. The IDG sponsors were able to meet with influential representatives, including brand account managers as well as Samsung's corporate VP and global head of PR & marketing, Il-Hung Chang. According to Harmer, Chang virtually never grants time for advertising-related meetings but willingly spend 30 minutes with the group, saying he was very aware of IDG's global presence.

"It was a great experience touring Asia and evangelizing key markets on IDG's strengths and depth," said IDG Poland Managing Director **Kazimierz Szot**. "Selling IDG Poland's portfolio in light of the European Union's expansion and the fact that Poland represents more than 50% of the new members' population was a pretty straightforward exercise. What was impressive, though, was the number of follow-up requests from potential clients sitting in my in-box when I returned home."

IDG Germany Group Publisher **Stephan Scherzer**, who presented at the Tokyo event, rated the workshop "very good overall." He said IDG's main competitors in Germany also have a strong presence in Asia, especially in Taiwan and Japan, so "the more IGS can help build stronger and better relationships in Asian markets, the better."

Across the board, clients thought their time was well spent. "IDG provided an interesting, informative and exciting high-tech market overview," said Danny Lee, manager from the corporate marketing department of XGI Technology in Taiwan. "After this event, we have a better sense and stronger confidence of the 2005 marketplace and understand clearly each region's marketing trend."



EKAPAT CHAREONLARP

*IDG Chairman **Pat McGovern** spoke about IDG's 40 years in the IT media market and the company's future.*

IDG's IGS representative in Taiwan, **Cian Chu**, organized a networking lunch during which Pat McGovern personally greeted the 25 high-level media and IT company officials. She also organized several press and TV interviews for McGovern.

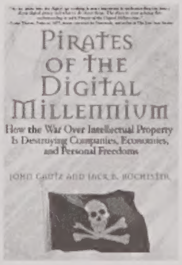
"Being able to assemble such a high-quality group is a testament to both Cian's excellent customer relationships as well as the respect Pat has earned from these individuals," Harmer said.

"We greatly appreciate having such professional and reliable IDG colleagues to work with, both for this event and throughout the year," said Cian, whose company, Impressions, is being branded as IGS Taiwan. "We're fully aware that our success depends on our IDG partners' work, support and great cooperation."

Harmer said IGS is considering holding similar events at some point in China, London and Eastern Europe.

Write to david_harmer@idg.com. WU

IDC's John Gantz co-authors book on digital piracy


Pirates of the Digital Millennium
How the War Over Intellectual Property Is Destroying Companies, Economies, and Personal Freedoms
John Gantz and Jack B. Rochester

- Do strict copyright laws protect creativity or stifle it?
- Are all 70 million-plus music, movie and software downloaders unethical thieves? Or is there something wrong with the current system that needs to be fixed?
- Are you or your kids committing piracy — and if so, should you do something about it?

These are just a few of the questions that IDC Chief Research Officer **John Gantz** and co-author Jack Rochester tackle in their newly released *Pirates of the Digital Millennium.* Starting with ground-breaking research from IDC on software piracy around the globe, Gantz and Rochester cover the story from the streets of Bangkok to the halls of Congress, from secret duplicating factories in Paraguay to college dorm rooms. "The book is a 360-degree view of the issue of digital piracy, from the history and limitations of copyright law to the conflict between content providers and technology providers," said Gantz.

Employees may purchase *Pirates of the Digital Millennium* on the IDC site (www.idc.com) and receive a 30% discount.

noteworthy people

PETER SHORT

Crawford

PETER SHORT

Berezin

New employees

Research Analyst **Alison Crawford** comes to IDC Framingham's Content Management and Retrieval Solutions group from her role as management analyst with the U.S. Department of Transportation's Strategic Programs Office. She holds a B.A. in journalism and social thought and political economy from the University of Massachusetts/Amherst and an M.B.A. with a focus on strategy and business analysis and international management from Boston University. An avid traveler, she is also a crew team member in Cambridge, Mass., plays volleyball and recently learned to kayak. *acrawford@idc.com*

Marsha Gastwirth joins IDC West in San Mateo, Calif., as a senior account executive with the Industry group. She was previously director of sales with InfoPlus International. She holds an M.B.A. in international management from Golden Gate University in San Francisco and is the sponsorship director for the Alliance of Technology and Women, a national organization to advance and educate women in science and technology. In her free time she enjoys skiing, sailing, flying and cooking. *mgastwirth@idc.com*

Previously a part-time mail carrier for the U.S. Postal Service, **Shelly Bourbeau** joins IDG World Expo as office services coordinator. A 1991 graduate of Southbridge High School in Southbridge, Mass., she is a Revolutionary War re-enactor and also enjoys scrapbooking and quilting. *shelly_bourbeau@idg.com*

Business Development Manager **Tony Rossiter** comes to IDC U.K. from The Economist where he was U.K. financial sales manager. He holds a B.A. with honors from the University of Wales/Swansea and enjoys films, watching rugby, golf, eating out and keeping fit. *trossiter@idc.com*

IDG World Expo in Framingham, Mass., has hired **Mandy Millner** as event rebook specialist for the Macworld and LinuxWorld shows. She was previously corporate meeting manager with Preferred Meeting and Event Services and was responsible for overseeing full meeting services, from the initial booking of an event to hotel selections, contract negotiations, travel requirements, and meeting logistics. She attended the University of Mississippi/Oxford and enjoys Red Sox baseball, traveling, cooking and wine tasting. *mandy_millner@idg.com*

Amy Browne joins Macworld as a designer, coming from the *San Francisco Bay Guardian* where she was a senior designer. She graduated from the University of Washington/Seattle with a B.F.A. in graphic design and enjoys painting, drumming and stamp collecting and claims to have recently taught her cat to fetch. *abrowne@macworld.com*

Transfers

Previously an executive assistant with IDC Framingham's Industry sales department, **Jared Berezin** is now an associate marketing specialist with IDC's Services group. He graduated from Colby College in Waterville, Maine with a B.A. in English with a concentration in creative writing and enjoys playing music, reading and throwing Frisbees. Before graduation in May he produced a short film that was shown at the Colby Film Festival and recorded an album with an acoustic Irish band. *jberezin@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

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make sure that IDG is well-represented, easy to do business with, and that the programs we are putting together will achieve our clients' goals as well as our own, which are increased revenue, diversification and profitability.

Q **What is Transfusion?**

A Our Transfusion intranet is one of our biggest assets for the sales people at Network World. This is an online repository of all of our marketing materials. We have everything from an RFP database with sample answers to presentations that the account directors can use in the field. In addition there are PDFs of all our marketing materials.

Q **What are your biggest challenges, both at Network World and at IDG as a decentralized company?**

A Our biggest challenges at the book level are trying to penetrate higher levels at both the agency and the client, responding to clients' and agencies' objections and getting to their real objections. We are still seeing our competitors dropping their rates significantly, but we have been able to keep our yields high and demand more dollars for better quality circulation and programs. Other challenges are dealing with third-party research that doesn't necessarily represent our market and making sure that we look out for our sister publications on all accounts. If clients are running in competitive publications, we want to replace those titles with IDG titles.

Our challenges at IDG are a little different. Although we are a decentralized company, we are always being asked to present programs that are unified. We compete with Ziff and CMP on their centralized pricing, as well as their custom programs that they try to pull off as editorial. IDG has done a great job recently working together as a team and proving that although we are decentralized, we can come up with great programs that can run across all our publications and are easy for clients and agencies to implement.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Rick Ciliberto *Computerworld*
Steve Josselyn *IDC*

19
Mary Gibbons *IDC*

18
Helene Fily *IDG Global Solutions France*

Fily

17
Karen Timons *IDC*
Lucinda Borovick *IDC*
Mary Lester *CXO Media*

16
Piero Todorovich *IDG Italy*

14
Harriet Karas *IDC*
Sagrario Fernandez *IDG Spain*
Tatiana Hinova *IDC CEMA*

Hinova

13
Stephen McClure *IDC*
Walter Manninen *CXO Media*
Mauro Calderara *IDG Italy*
Ewa Budziszewska *IDG Poland*

12
Tina Pescaro *CXO Media*

11
Sara Nieburg *Network World*
Kathy Badertscher *InfoWorld*

10
John Olson *Computerworld*
Michelle Vittori *Computerworld*
Rodney Barnes *PC World*
Aoife McEvoy *PC World*

9
Diane Elihow *IDC*
Janis Dempsey *IDC*
John McArthur *IDC*
Pavel Kraml *IDG Czech*
Kathy McKay *PC World*

8
Laurie Marinone *Computerworld*
Sean Landry *IDC*
Andrew Eisner *PC World*
Kim Saccio-Kent *PC World*

Marinone

7
Lisa Ritchie *IDC*
Regina Walker *IDC*
Joseph Howard *IDC*
Frederick Broussard *IDC*
Patricia Murphy *IDC*

Tanya Bureau *CXO Media*
Solange Fuchs *IDG France*

6
Rayna Meleedy *Computerworld*
Alex Manfrediz *IDC*
Paul Rooney *IDC*
Jennifer Read *IDC*
Dawn Bomba *IDC*
River Jiang *IDG China*
Laura Hilliard *IDG Global Solutions U.K.*
Matthew Newton *PC World*
Ashok Karan *IDC Australia*

Jiang

5
Daniela Cimino *IDC*
Todd Genovese *IDC*
Rena Bhattacharyya *IDC*
Merle Sandler *IDC*
Lisa Byron *CXO Media*
Joyce Jiang *IDG China*
Pernilla Kylfält *IDG Sweden*
Peter Hedengran *IDG Sweden*
Ola Rehnberg *IDG Sweden*
Michael England *PC World*
Wilvin Chee *IDC Hong Kong*
Kyung-Hee Lee *IDC Korea*

Chee

4
Brenda Casey *IDC*
Danielle Dion *IDC*
Ryan Fitzgerald *IDC*
Alexander Motsenigos *IDC*
Brian Parker *IDC*
Miriam Kutcher *IDC*

Stephanie Overby *CXO Media*
George Cui *IDG China*
Kate Hobbie *InfoWorld*
Joyce Pang *IDC Hong Kong*
May Fung *IDC Hong Kong*
Joe Pierce *IDG*

3
Stacy Simler *IDC*
Ann-Sophie Dankens *IDC*
Lynn Ling *IDG China*

2
Deborah Stark *Financial Insights*
Greta Williams *Financial Insights*
Darren Ware *IDC*
Glede Kabongo *CXO Media*
Mary Sinclair *CXO Media*
Sarah Yee *CXO Media*
Danny Leung *IDG Singapore*
Joseph Agata *Network World*
Jan Splichal *IDG Czech*
Jane McPherson *IDC New Zealand*
Emerald Wu *IDC Taiwan*
Sunny Chen *IDC Taiwan*

1
Mary Connell *IDC*
Orient Zhu *IDG China*
Joosten Manolito *IDG Netherlands*
Alexandra Thevenin *IDG France*
Daisuke Aikawa *IDG Japan*
Tomas Hodejovsky *IDG Czech*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC's Ann Clark celebrates 30 years

SUZANNE WOODRUFF

*More than 100 colleagues attended a 30th anniversary party in Framingham, Mass., last month for IDC Telecom Director **Ann Clark**, shown here with IDC Chief Research Officer **John Gantz** (left) and IDC Chief Information Officer **Mitchell Rose**. Clark joined the company as a production typist and has served in a variety of administrative and telecom-related roles during her career. IDC President & CEO **Kirk Campbell** led the champagne toast, saying he was looking forward to the next 30 years with Ann at IDC!*

Classified ads are on IDG Central

Items for sale, services and vacation home rentals in Arizona, Miami, Cape Cod and New Hampshire are among the ads in the classified section of www.idgcentral.com. Here's the newest listing:

Experienced bicycle mechanic and consultant. Available for all your bicycling needs – from fixing flat tires to annual maintenance overhauls to frame straightening or help in selecting your next ride. I currently assist as a mechanic for a women's Adventure Racing Team and am a member of The Wheelmen, collecting and restoring bicycles from the late 1800s. Contact Doug Gold, IDG World Expo, Framingham, Mass., at doug_gold@idg.com.

off line for fun

Making a list, and clicking it twice

'Tis the season — to be shopping. IDG World Update surveyed some IDG employees about their favorite online shopping destinations and asked about the biggest purchase they ever made online.

eBay
www.ebay.com

"Because you can find anything you are looking for and get great gift ideas for friends with unique interests. (I also love Nordstrom.com because they have quality clothing and shoes and always seem to market to me exactly when I have a need to buy something special.) The biggest purchase I ever made was a reconditioned Las Vegas slot machine for my dad so he could gamble without leaving home."

— ***Evilee Thibeault****, Network World, CEO and publisher*

West Elm
www.westelm.com

"They have nice décor and design ideas. Depending on what I'm shopping for, I'd rather buy clothing in person, but books and exotic items, i.e., hard-to-find cooking ingredients or funky décor items, I'll definitely get online. The biggest thing I ever bought online was a two-week vacation for two people, including airfare, car rental and hotel."

— ***Matika Angkatavanich****, IDG Global Solutions, international account executive*

Just White Shirts
www.justwhiteshirts.com

"I always seem to need shirts. This site is easy to use, the quality of their products is good and, despite the name, they have a good selection. The largest single online purchase I've made was about $400 on software."

— ***John Pickett****, CIO Canada, VP, editor-in-chief*

Manufactum International
www.manufactum.com

"[Household goods site] Manufactum offers all the stuff you don't really need but always dreamed of having. They offer traditional and classic products, all made with great skill according to traditional methods. The largest purchase I've ever made online was my last holiday — two weeks in Tuscany in an old farmhouse with two little kids and my wife."

— ***Canio Martino****, CIO Germany, publisher*

GadgetStuff
www.gadgetstuff.com

"Because of all the electronics stuff — the latest Space Invaders keyring game, a mini car race track and more. The most I've ever spent online was $1,180."

— ***Anders Ovesen****, IDG Denmark, chief of sales for Computerworld and PC World*

Hotels.com
www.hotels.com

"My favorite online shopping site is where I book hotel rooms or apartments in Europe. I have never bought books, CDs, etc. online because nobody is at home to wait for the postman. The largest amount I ever spent online was about $600."

— ***Maria Lakatos****, IDG Hungary, editor-in-chief, CW Szamitastechnika*

Terra Patria
www.terrapatria.org

"In my private life I'm a big Mac user. My biggest online purchase was my iBook two years ago. However, I'm a member of Terra Patria, an African relief charity — and that is my favorite shopping activity."

— ***Mauro Buccola****, IDG Italy, sales manager, international advertising*

FNAC
www.fnac.com

"It's the French Amazon. I always have the feeling that they know exactly what I like. I'd much rather shop online – delivery is free and the malls are too crowded! I'd tell you what was the biggest thing I ever bought online, but it's a secret – my lovely wife will discover it on Dec. 25!"

— ***Eric Domage****, IDG France, editor-in-chief, Reseaux et Telecoms and CSO*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Lori Piscatelli *CXO Media*
Mitchell Rose *IDC*
Karen Weston *IDC*

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International Data Group is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, MacworldConference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at www.idg.com.

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IDG WorldUpdate

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WWW.IDGCENTRAL.COM

IDG's 2004 highlights: The year in review

JANUARY

Computerworld.com launches three new Zones for Computer Associates, SAS and Intel. The online spaces within Computerworld's Knowledge Centers enable vendors to sponsor customized areas of the site that include product specs, thought-leadership columns, research and webcasts.

In the news:

New, fast-spreading worm spells 'doom' for many

China Top CIO Award 2003

IDC China and the IDG joint venture publication CEO and CIO hold the second annual China Top CIO Award ceremony in Beijing, which recognized the year's 50 projects that successfully used IT to derive strategic value and yield returns for their company. Among the IDG executives participating (l-r): (L-R): ***Wilson Wan****, IDC China deputy general manager;* ***Liu Jiuru****, China Computerworld president;* ***Fred Wong****, IDC Greater China managing director;* ***John Gantz****, IDC senior VP and chief research officer;* ***Piyush Singh****, IDC Asia Pacific managing director; and* ***Wan Chao****, China Computerworld VP and chief editor.*

FORTUNE
2004 SPECIAL REPORT
THE 100 BEST COMPANIES TO WORK FOR

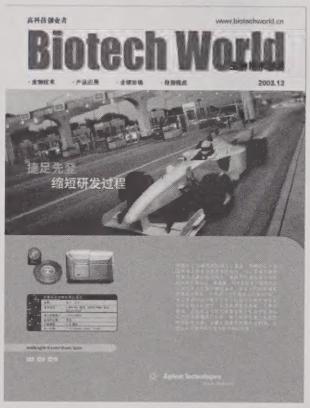
For the fourth consecutive year, IDG is named to *Fortune* magazine's list of "100 Best companies to Work For." IDG was the only media/information company to be recognized in the 2004 ranking.

> *"In an ever-more numbers-driven media world, editorial quality matters. Editorial quality creates the reader involvement that leads to education and action. In all of its products, consumer or B-to-B, magazine or newspaper, e-mail or Internet, IDG invests in editorial quality for the good of the markets we serve."*
>
> *— IDG CEO Pat Kenealy*

TIPS & TRUCS
Fototips
Foto's bewerken
Windows wegenwacht
Waterdicht
Online bankieren
Commandeer Windows

According to the most recent report from an independent Dutch circulation audit agency, IDG Netherlands' Tips & Trucs is the country's best-selling PC monthly on newsstands.

Network World's "Training U" program provides diverse educational employee offerings, among them IDG courses, vendor-supplied online training and an employee-led Brown Bag Lecture Series.

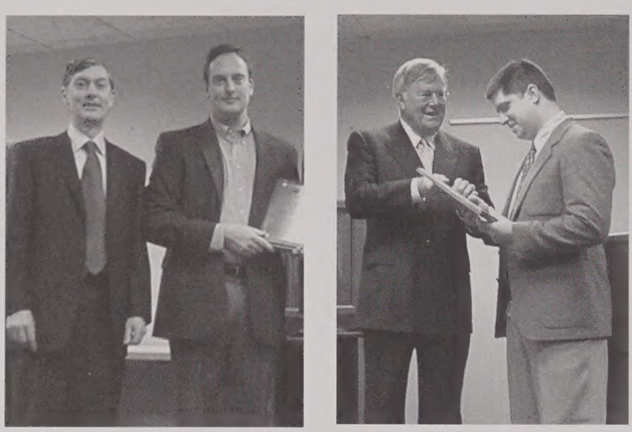


IDG China and the Institute of Scientific & Technical Information of China (ISTIC) jointly announce the launch of *Biotech World* magazine, the first bimonthly technology and business magazine for the country's biotech industry.

10+ years

Josef Lohner, 25 • Donna Pomponi, 24 • Bernhard Weeser-Krell, 22 • Renee Pierce, 22 • Beverly Wolff, 21 • Donna Sparrow, 20 • Lee Doyle, 20 • Mark Winther, 20 • Grazia Rovati, 20 • Rebecca Segal, 19 • John Gantz, 19 • Paul Bonarrigo, 19 • Brad Thorpe, 18 • Jean Bozman, 17 • Veronique Arene, 17 • Christian Le Gall, 17 • Susan Narta, 17 • Vincent Half, 17 • Erika Schönberger, 16 • Michelle Criscenzo, 16 • Mary Wardley, 16 • Deborah Vozikis, 16 • Chris Guio, 16 • Katalin Kopácsi, 16 • Amanda Patrick, 14 • David Emberley, 15 • Zsóka Egyed, 15 • Amy Hanania, 15 • Birte Matsen, 15 • Gina Steinmann, 15 • Tracey Capen, 14 • Lillian Richard, 14 • Per Andersen, 14 • Francis Mao, 14 • Ingela Meerberg, 14 • Seanna Maguire, 14 • Ben Barbante, 14 • Imre Birkus, 14 • Lisbeth Egeskov, 14 • Sylvie Merkling, 14 • Marcel Warmerdam, 14 • Eos de Feminis, 13 • Petra Kubat, 13 • Raimon Gort, 13 • Peter Wiklund, 13 • Jörgen Bergfors, 13 • Tomas Zirn, 13 • Kazimierz Szot, 13 • Jennifer Schlee, 13 • Claudia Völk, 13 • Steven Frantzen, 13 • Gary Koch, 13 • David Cobb, 13 • Michael Wallace, 12 • Harry McCracken, 12 • Anna Baranyi, 12 • Berend Harmens, 12 • Martin Bell, 12 • Ute Zirus, 12 • Ludger Schmitz, 12 • Amy Bartulis, 11 • Jose Gonzalez, 11 • Malgorzata Chwaszczewska, 11 • Wiesław Pawłowicz, 11 • Ursula Grimm, 11 • Randi Siegal, 11 • Shane Rau, 11 • Eric Prothero, 11 • Felix Gonsalves, 11 • Barbara Kitzis, 11 • Laura Nurzynski, 11 • Richard Heiman, 11 • Fiona MacRae, 11 • Carolyn Johnson, 10 • Joe Mola, 10 • Edyta Bajorek, 10 • Peter Jidesten, 10 • Cathy Garland, 10 • Gregory Morgan, 10 • Fred Driessen, 10 • Piyush Singh, 10 • Jerzy Krupinski, 10 • Andrea Kirchmeier, 10 • Jason Snell, 10

> *"All our regions are introducing new conferences in 2004, and our worldwide event schedule looks absolutely impressive. Our local conference business and regional road shows are the fastest-growing segments of our event business."*
>
> — Roberto Masiero, president, IDC EMEA



IDC announces the winners of the James Peacock Memorial Award for outstanding research: VP/Technology Marketing Research ***Rich Vancil*** *(left, with IDC President & CEO* ***Kirk Campbell****) and Program Manager/HR Management & Staffing Services Research* ***Marc Pramuk****. (right, with IDG Chairman* ***Pat McGovern****).*

Hundreds of high-profile government and industry leaders discuss issues related to U.S. national security at the fourth edition of CXO Media's Executive Policy Forum in Washington, D.C.

IDG Hungary continues to sponsor an almost one-event-per-month series of conferences linked to its various publications. Desktop Publishing and Digital Art, the largest to date, draws 231 attendees.

Macworld
BEST
OF SHOW
2004
$20.00
Includes Tax
Macworld
Conference & Expo
San Francisco 2004

Macworld Conference & Expo in San Francisco marks its 20th anniversary year and the 38th time it was been held in the U.S. Macworld announces the winners of its Best of Show Awards for the most exciting hardware and software products shown at the event.

Computer Sweden Editor-in-chief ***Lars Dahmén*** *(right) joins CEO Hitachi Sweden's Curt Ingedahl, one of 600 guests at the housewarming party at IDG Sweden's new office in Stockholm.*

UtbildningsGuide
Allt om vårens kurser

Computer Sweden's IT training supplement tests a revenue-producing Yellow Pages-style section with IT training courses in 40 categories.

FEBRUARY

In the news:

Microsoft unveils anti-spam plans

IDC opens a subsidiary office in Lima, Peru, which joins regional IDC affiliates in Argentina, Brazil, Chile, Colombia, Mexico and Venezuela.

Korea IT Leaders Forum
Global IT Outlook 2004

IDC President & CEO ***Kirk Campbell*** *is the first person from outside Korea to address Korea IT Leaders Forum in Seoul. The IDC executives who attended included (l-r):* ***H.J. Kim****, marketing manager, IDC Korea;* ***Alan Hsieh****, managing director, IDC China;* ***D.H. Oh,*** *general manager, IDC Korea; Campbell;* ***Philippe de Marcillac****, senior vice president, International Business Units, IDC;* ***Piyush Singh****, managing director, IDC Asia/Pacific;* ***Masato Takeuchi****, managing director, IDC Japan.*

LifeScience Insights™ An IDC Company

IDC launches Life Science Insights, the second in its Insights line of independent vertical market research groups, which will offer life science companies market and technology research, commentary and analysis.

IDG Italy and IDC Italy begin a quarterly initiative — a six page insert in *Computerworld Italia* — to provide useful market research for readers while increasing IDC's visibility.

10+ years

Pat McGovern, 40 • Ney Kruel, 26 • Karen Weston, 23 • Magdalena Axelsen, 22 • Carl Marchi, 21 • Andreas Förth, 21 • Wes Nihei, 20 • Iris Clench, 20 • Deb Goldstein, 18 • Linda Gorgone, 18 • Mark Sullivan, 17 • Magda Zabala, 17 • Olga Fernandez, 17 • Penny Stevens, 17 • Nina Mattsoff, 17 • Kevin Burns, 16 • Carole Plana-Prigent, 16 • Bob Brown, 16 • Eric Ochs, 16 • Gregg Pinsky, 16 • Ana Judith Garcia, 16 • Laura Sears Brady, 16 • Clare Gillan, 16 • Lucy Chaudhuri, 15 • Graham Penn, 15 • Terri Schafer, 15 • Alvaro Morenes, 14 • Jeff Oterson, 14 • Monica Capuzzi, 14 • Cheryl Asselin, 14 • Alvaro Fernandez, 14 • Györgyi Birkus, 14 • Patricia Smith, 14 • Aniela Zielinska, 12 • Isabel Perez, 12 • Diane Hacker, 11 • Mike Mutrie, 11 • Joan Kelliher, 11 • Doni Moore, 11 • Elana Varon, 11 • Snezana Dejanovic, 11 • Kriemhilde Klippstätter, 11 • Colin Crawford, 11 • Josef Kalasek, 11 • John Brillon, 11 • Yukimi Chiba, 10 • Nicholas Kaufmann, 10 • Sue McIntosh, 10 • Daniela Radzio, 10 • Maria Freiria, 10 • Wim Gijse, 10 • Doug Gold, 10 • Jennifer Koppy, 10

IDG signs deals with Reed Business Information that will extend both companies' operations in China. (Standing, l-r): IDG Asia/China President & CEO ***Hugo Shong****; Tad Smith, president, Media Division, Reed Business Information; Reed Business Information CEO Jim Casella. Seated: IDG Chairman* ***Pat McGovern*** *(l) and Gerard van de Aast, CEO, Reed Business Information.*

In the 2003 min's Best of the Web Awards competition, IDG winners in the b2b category are PC World for Editorial Excellence and CXO Media for Online Community. Honorable mention honors go to Computerworld for Integration with Print and Network World for Best Ad Presentation.

DEMO 2004

Network World's IDG Executive Forums group produces the 14th annual DEMO Conference in Scottsdale, Ariz. The three-day event draws 625 attendees and 75 key members of the media to see the 66 products Executive Producer **Chris Shipley** has selected as representative of the year's important emerging IT trends and breakthrough ideas.

For the first time, IDG Germany's *GameStar* and *GamePro* publications team up to present their respective Reader Awards at a ceremony in Munich for close to 100 CEOs, marketing managers and staff from leading German and Austrian games makers.

HAMBURGER IT STRATEGIETAGE

CIO Germany Vice Editor-in-chief ***Horst Ellermann*** *speaks at the second annual CIO-Hamburg IT Strategy Congress. The two-day event drew more than 600 decisionmakers from the German and Swiss IT industries to learn about IT best practices and future trends.*

In its first contribution to the IDG News Service, *China Computerworld* scoops competitors, detailing restructuring changes at PC vendor Legend. *China CW* International Editor **Henry Lee** and IDG News Service Taipei Correspondent **Sumner Lemon** collaborate.

Folio includes IDG VP/Business Development & Operations **Colin Crawford** in its roundup of "People to Watch" as part of a special report on the outlook for consumer publishers in 2004.

MARCH

Security Conference

A record 30 sponsors sign up for IDC Italy's third Security Conference in Milan, which drew 500 IT professionals and executives who learned about approaches to security issues in vertical sectors such as manufacturing, services and finance.

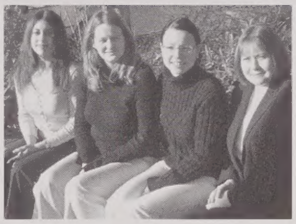
China Computerworld Publishing & Servicing Co. President ***Liu Jiuru*** *displays the company's first issue of the quarterly CSO magazine.*

IDG Ventures makes first installment of the US$100 million it plans to invest in Vietnam in the next seven years.

Søren Queitsch begins his tenure as managing director at IDG Denmark. **Preben Engell**, who guided the company to be a major player in the Danish IT market for more than 21 years, retires.

In the news:

Wal-Mart teams with Sun on Linux PCs



IDG Global Solutions EMEA's CeBIT team — Marketing and Research Assistant ***Elka Thakor****, Project Manager* ***Lisa Parker****, Interactive Sales Manager* ***Hanne Tuomisto*** *and International Sales Manager* ***Helen Palmer*** *— put together an ambitious set of integrated advertising packages for the world's largest IT trade show.*

> *"Over the past decade IDC's revenues increased four times to $200 million today, and our profits increased 30 times to almost $30 million. This impressive achievement is a tribute to all of IDC's employees."*
>
> *— Kirk Campell, IDC president & CEO*

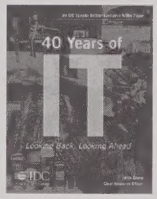
10+years

Diane Martin, 27 • Tom Monahan, 26 • Walter Schönberger, 25 • John Dix, 24 • Ed Scannell, 24 • Fernando Moran, 22 • Lucy Sheehan, 21 • Cynthia Sparrow, 21 • Anne-Lise Wang, 18 • Christine Grelet-Cavelle, 18 • Eleni Brisbois, 17 • Karman Cheng, 17 • Magdalena Koch, 17 • Miklos Cocron, 16 • Peggy Watt, 16 • Vibeke Whitehead, 16 • Evilee Thibeault, 15 • Martin Fälström, 15 • John Pickett, 15 • Ursula Istavrinos, 15 • Fatima Ruiz del Olmo, 15 • Bob Sawdon, 15 • John Kelley, 14 • Ellen Messmer, 14 • Istvan Biro, 14 • Thomas Wilms, 14 • Sabine Terras, 14 • Grant Clothier, 14 • Jimmy Yu, 14 • Don Tennant, 13 • Heidi Broadley, 13 • David Wren, 13 • Reinhard Prasse, 13 • Berit Ellegaard, 13 • Krisztina Selmeczi, 13 • Cathy O'Leary Hayes, 13 • Michael Cooney, 12 • Frances Whalen, 12 • Ousmane Keita, 12 • Michalina Nowakowska, 12 • Anders Lotsson, 12 • Elga Legranzini, 12 • Liz McPherson, 12 • Nancy Hannagan, 12 • Robert White, 12 • Birgitte Rygaard, 12 • Helene Truffaut, 12 • Klaus Breu, 11 • Doug Casment, 11 • Kristi Cunningham, 11 • Marie Söderqvist, 11 • Naohito Kato, 11 • Eva Pechova, 11 • Gisela Wilson, 10 • Stefan Kaczmarek, 10 • Peter Vermeulen, 10 • Jens Stark, 10 • Herbert Linden, 10 • Jaikumar Vijayan, 10 • Dinesh Kumar, 10 • Christine Cahill, 10 • Stephen Graham, 10 • Steve Fox, 10

"It is my belief that within the next few years the online revenues at several business units could exceed their offline print advertising revenues. The opportunity is immense, but the balance between print and online has to be managed carefully."

— Colin Crawford, IDG VP/business development & operations

IDC celebrates its 40th anniversary with an elegant gathering at the Fairmont Copley Plaza Hotel in Boston. More than 650 people attended, including six of IDC's seven former presidents (l-r): ***John Breyer, Peter Rowell, Walter Boyd, Pat McGovern, Tom Swithenbank, Axel Leblois*** *and* ***Kirk Campbell****.*



In honor of its 40th anniversary, IDC produces a special executive white paper for customers highlighting the IT industry's major developments during the past four decades and offering some predictions about its future direction.

COMPUTERWORLD
COMPETITIVE CHAIN
NEW IT CHALLENGER

The twice-monthly *Computerworld Thailand* debuts with a glossy magazine format and a planned controlled circulation of 70,000 IT executives.

Members of the CIO team and their Grand Neal award at the 50th annual Jesse H. Neal National Business Journalism Awards. IDG publications dominated the program, taking home nine editorial achievement awards – including CIO's second straight Grand Neal. Publications honored on the stage of the Waldorf-Astoria Hotel in New York City were CIO, CSO, Bio-IT World and PC World. Computerworld, Macworld and Network World were also named as finalists. In addition, Computerworld Editor-in-chief ***Maryfran Johnson*** *was singled out for exemplary editorial courage and integrity with the first Timothy White Award.*

During a trip to Vietnam, IDG Chairman **Pat McGovern** participates in the opening of IDG Vietnam Co. Ltd.'s branch office in Hanoi and signs a joint venture agreement to published a *Computerworld* title later this year.

IDC.com unveils a simplified new design that leads users to the information they need faster and more intuitively. Many local and regional IDC offices have already relaunched their sites using the new design.

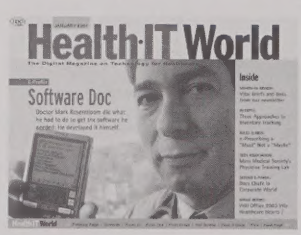
InfoWorld.com reaps the rewards of numerous enhancements implemented over the past several months as it reaches a milestone of more than one million unique site visitors.

ROBOTICS TRENDS
Robotic Technology That Assists, Entertains and Protects Us

IDG World Expo and Robotics Trends sell out their first event: Emerging Robotics Technologies & Applications Conference. A worldwide audience of 400 gathered in Cambridge, Mass., to learn more about the commercialization of robotics, standards and partnering opportunities.

Computerworld's fifth annual Premier 100 IT Leaders Conference draws a record 700-plus high-level IT executives to Palm Desert, Calif., for peer networking, idea exchanges and business strategy decisions.

IDG and Nikkei BP sign a license that paves the way for collaborative activities for the two companies' electronics publications in China.



Bio-IT World Conference + Expo in Boston clearly solidified its position as the industry's principal forum covering the intersection of life sciences and technology. A co-located event, Health-IT World Conference & Expo, debuts with a focus on technology solutions for the healthcare industry. The monthly digital magazine Health-IT World, also published by IDG's Bio-IT World division, also made its debut.

APRIL

Bio-IT World Senior VP/Publisher **Alan Bergstein** is promoted to president and publisher.

SERVICES MARKET FORECASTER & TRACKER

IDC's ***Alex Motsenigos*** *demonstrates an online product during Directions, IDC's 39th annual IT market briefing session. Conferences in Boston and San Jose, Calif., draw a total of 2,000 attendees and feature a new corporate video and an all-time high of 40 speakers.*

COMPUTERWORLD
SZÁMÍTÁSTECHNIKA
1969
2004

CW Számítástechnika marks its 35th year with a special 48-page edition that pulls in three times as many ads as a typical 28- to 32-page issue.

PC World earns three Maggie Awards from the Western Publications Association.

PC World VP/Editor-in-chief **Harry McCracken** receives the American Business Media's Western Award for Editorial Courage and Integrity.

10+ years

Ursula Sauter, 26 • Helga de Grogori, 23 • Penny Winn, 20 • Karen Wallace-Lincoln, 20 • Valerie Sanclemente, 20 • Libby Levinson, 19 • Robert Kanes, 19 • Maria Dolores Hermosell, 19 • Ramón Nacenta,19 • Simone Fieldler, 18 • Judit Fülöp, 18 • Carole Zozaya, 18 • Stephen Tozeski, 17 • Nancy Percival, 17 • Richard Villars, 17 • Patricia Sims, 17 • Michele Kallin, 17 • Michael Carroll, 16 • Kirk Campbell, 16 • Crawford Del Prete, 16 • Peter Gruber, 16 • Rick Pastore, 16 • Gabriele Arioli, 16 • Kirsten Højrup, 15 • Maria Rosa Rodriquez, 14 • Ken Xie, 14 • Tony Picardi, 14 • Susanne Kirmaier, 14 • Setsuro Tamai, 14 • Alessandro Degli Ochi, 14 • Hans Königes, 14 • Andrea Piontek, 14 • Christoph Burkhart, 13 • Reinhold Harlacher, 13 • Claudia Dudkin, 13 • Herman Sundgren, 13 • Barbara Sullivan, 13 • Chip Zaborowski, 13 • Ágnes Héjjas, 13 • Derek Slater, 12 • Yuriko Tejima, 12 • Dick Schievels, 12 • Tom Hoffman, 12 • Ruth Sager, 12 • Christopher Willard, 12 • Margaret Murphy, 12 • Chris Christiansen, 12 • Frank Savell, 12 • Ellen Fanning, 11 • Andre Angeles, 11 • Doreen Francy, 11 • Lisa Golden, 11 • Mats Eriksson, 11 • Andrea Weinholz, 11 • Cheryl Toffel, 10 • Lorraine Cosgrove Ware, 10 • Fredrik Agrén, 10 • Shawn Burke Pecar, 10

CIO Executive Council
The Professional Organization for CIOs

CXO Media launches the CIO Executive Council, a professional organization for chief information officers that serves to facilitate peer-to-peer sharing of knowledge, concerns and ideas, and provides a structure for those professionals to collectively pursue change within their organizations and within key industry, academic, media and government groups.

In the latest example of IDG's award-winning editorial excellence, *PC World* Senior Reporter/Online News **Tom Spring** and Senior Editor/News **Peggy Watt** receive a Sigma Delta Chi Excellence in Journalism Award for Best Investigative Reporting by an online publication.

Fourteen IDG senior managers talk about company culture, challenges and business issues at IDG's longest-running executive training program, the Global Media Institute, held for four days in Cambridge, Mass.

IDC Italy's annual Directions briefing session, held in Milan, provides close to 300 clients with an overview of the Italian IT market and advice about growth opportunities.

More than 200 attendees — 50 more than expected — register to explore business process outsourcing issues at the first IDC Outsourcing Forum, held in New York City.

In a German gaming industry first, IDG Entertainment Verlag releases the *GamePro Technik und Zubehoer* (*Technology and Accessories*), a special issue of original material that focuses on the integration of gaming consoles into digital, networked living rooms.

In the news:
Sun, Microsoft call a truce in long-running hostilities

Market leader *Macworld Italia* puts extra distance between itself and the competition with a major redesign.

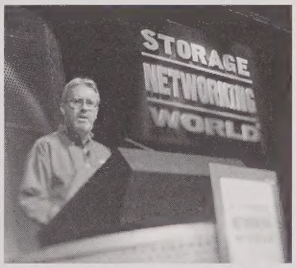
Speakers at the sixth annual European Telecoms Forum in Rome include (l-r): IDC CEMA Telecommunications Program Manager ***John Cole*** *and IDC EMEA VP/Telecommunications Research* ***Eric Owens****.*

IDG Sweden signs an agreement with one of China's largest publishing groups to translate IDG Sweden's state-of-the-art customer relationship management system and adapt it for the Chinese market.

CIO, *Computerworld*, Network World Fusion and PC World Weekly Brief are included in *BtoB* magazine's annual ranking of the top 50 business-to-business media venues.

IDG Chairman Pat McGovern is profiled in *Inc.* magazine's "25 Entrepreneurs We Love."

IDC's Go-to-Market Services team has built into its customer contracts the promise of a "high-quality, on-time, every time" experience for the vendor marketing and sales departments they primarily serve. The Framingham, Mass., team consists of (l-r): ***Miriam Kutcher****,* ***Keith Bagley****,* ***Laura Nurzynski*** *and* ***Clare Gillan****.*



Computerworld Executive VP **Ron Milton** addresses attendees at the 10th U.S. edition of Storage Networking World, which offers education and peer interaction for IT managers dealing with storage and data management issues. The event in Phoenix set new records in revenue and profit.

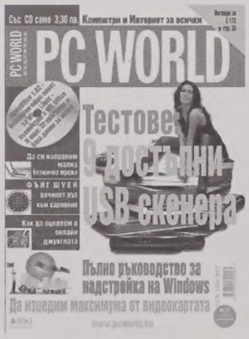
CW Singapore rallies staff and readers to participate in an IT training program for disadvantaged youth.

> *"A truly integrated media company serves a core industry/marketplace with interested adjacent audiences and competes for the time of those individuals by providing the very best content possible."*
>
> — Evilee Thibeault, CEO & publisher, Network World

> *"IDG's competitors are strong but only in certain markets and lack international depth. IDG is the only company that truly has extensive coverage by geography and audience."*
>
> *— John O'Malley, VP/Global Advertising and president of IDG Global Solutions*

Twenty IDC employees are selected from 42 applicants to spend two weeks working on a project at an IDC office in another country through the Global Fellowship Program, now in its 10th year.

Computer Sweden's ***Magnus Höij*** *(left) and Biotech Sweden's* ***Jan Sandred*** *participatedin the first conference on innovation journalism at Stanford University in Palo Alto, Calif. Each is serving a six-month fellowship that enables Nordic journalists to study the best of U.S. journalistic practices and return home better equipped to cover innovation in the news.*


Компютри и Интернет за всички
PC WORLD
Тестове 9 достъпни USB скенера
Пълно ръководство за настройка на Windows
Да изцедим максимума от видеокартата
www.pcworld.bg

As a unique way to bring in new readers, *PC World Bulgaria* begins a seven-month-long contest, giving readers a 10-question quiz in each issue on the inner workings of a PC. Winners with the highest cumulative score will compete for prizes in a PC assembly contest.

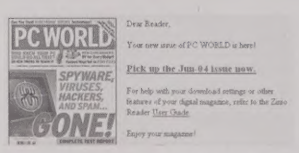
The IDG News Service offers Training Toolbox, an online forum for sharing resources that can be used by IDG editors to train, motivate and support journalists.

IDG Hungary Publisher ***József Szigetvári*** *(left) accepts the award for Young IT Manager of the Year/2003 from the Hungarian Minister of Informatics and Communications. The prize is given annually by the Association of IT Companies to the manager who has made the greatest effort that year to promote the development of IT in Hungary. It was the first time anyone from an IT publishing company had won.*

IDC Nordic organizes its first official soccer team, which competes in the Copenhagen Company Sports Union league.

MAY

As the result of a recent press tour, IDG Chairman **Pat McGovern** appears in Q&A in *Newsweek* and a one-page interview in *Fortune* reflecting on the cyclical nature of the IT industry, his first visit to China and IDG's early publishing days in Russia.



Dear Reader,

Your new issue of PC WORLD is here!

Pick up the Jun-04 issue now.

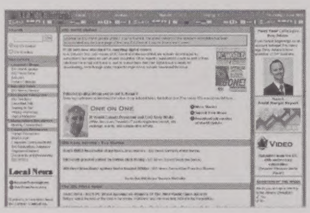
For help with your download settings or other features of your digital magazine, refer to the Zinio Reader User Guide.

Enjoy your magazine!

In a move to solidify advertiser trust, PC World sets new standard for counting digital issues; only issues actually downloaded by subscribers are part of paid circulation. Other IT titles count the e-mail notification that the PDF is available for download.

Computerwoche Editor-in-chief ***Christoph Witte*** *addresses attendees at IDG Germany's second annual Executive Forum, an exclusive gathering of 35 CIOs who convene in a resort setting for two days to discuss common challenges.*

IDG Italy hosts a conference on outsourcing in Milan, the third in a series of five Town Meetings planned this year.



IDG's intranet, IDG Central, is redesigned with new features and a news-focused home page that aims to encourage employees to take advantage of corporate and external resources.

PREMIERE ISSUE
PC & CONSOLE GAMES | ONLINE | DVDS | MUSIC | MORE
GAMESTAR
FREE CD!
HOME THEATER UPGRADE SECRETS!
HALF-LIFE 2
Must-have toys for the big boys
100+

Launched at the Electronic Entertainment Expo, IDG Entertainment's *Gamestar* targets an older audience interested in PC, console and online games.

In the news:

Phishing scam reports skyrocket

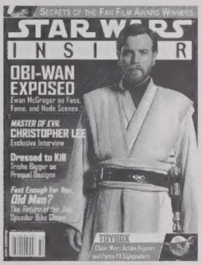
CXO Media uses a "magashure" — a 16-page prototype publication complete with sample ads, editorial and rate card information — to promote *CMO* magazine, set to debut in September.

10+ years

Bob Wescott, 26 • Christian Mahler, 24 • Paco Zabala, 22 • Michelle Reyes, 21 • Mette Lautrup, 21 • Diane LaLumiere, 19 • Don Best, 19 • Rudolph Schuster, 19 • Walter Kainz, 19 • Patrick Kenealy, 18 • Bob Ostrow, 18 • Martin Hingley, 18 • Susanne Kratoschka, 17 • Gaby Kirschbaum, 17 • Michael Deutsch, 17 • Mary Musgrave, 17 • Joan Kelly, 16 • Anthoula Andrisani, 16 • Vicki Peilen, 16 • Paul King, 15 • Basilio Rodriguez, 15 • Brian Clarke, 15 • Sergio Rizzi, 14 • Svenja Mohn, 14 • Ruggero Vota, 14 • Philippe de Marcillac, 14 • Adele Lee, 14 • Gigi Wang, 14 • Steve Fontaine, 14 • Margaret McAvenia, 14 • Paula DeMeo, 13 • Noboru Masuda, 13 • Randy Ross, 13 • Trace Weatherford, 13 • Mary Harvey, 13 • Claus Egge, 13 • Angelique Bizouarn, 13 • Sandrine He-Garcia, 13 • Christopher Norman, 13 • Mandie Johnson, 13 • Nilde Meregalli, 13 • Megumi Okamoto, 13 • Jean Dellarobba, 12 • York von Heimburg, 12 • Kimberly Brinson, 12 • Rosa Guerinoni, 12 • Masato Tsuchiya, 12 • Nancy Jonathans, 12 • Stephen Lawson, 12 • Marlene Buschbeck-Idlachemi, 12 • Michael Riis, 11 • Zdena Vratislavova, 11 • Dana Thorat, 11 • José Laco, 11 • Brian Fuce, 11 • Elizabeth Rainge, 10 • Daniel Kusnetzky, 10 • Michael Laskey, 10 • Maria Nieves Santana, 10 • Julia King, 10 • Jim Sullivan, 10 • José Ralphe Manzoni, 10 • Anne Ridyard, 10

0 Years of IT
Looking ahead
40
1st decade
4th decade

As a way of promoting IDC's 40th anniversary and the Directions conference, International ***Philippe de Marcillac****, IDC Taiwan Country Manager* ***Terry Tsao****, IDC VP/ Global Semiconductors Group* ***Mario Morales*** *and IDC Asia/Pacific Managing Director* ***Piyush Singh*** *build a pyramid at a press conference to visualize four decades of IT milestones.*


SECRETS OF THE FAN FILM AWARD WINNERS
STAR WARS INSIDER
OBI-WAN EXPOSED
Ewan McGregor on Fans, Fame, and Nude Scenes
MASTER OF EVIL
CHRISTOPHER LEE
Exclusive Interview
Dressed to Kill
Trisha Biggar on Prequel Designs
Fast Enough for You, Old Man?
TOYBOX

IDG Entertainment inks deal with Lucasfilm Ltd. to assume responsibility for Star Wars Insider, the bimonthly fan magazine, and creates new synergy with Star Wars Fan Club Web site. "It's a dream come true" for Senior Vice President Editorial and Creative Services ***Francis Mao****, a lifelong fan who has collection of more than 250 Star Wars action figures on display in his office.*

IDC Canada's fifth annual Customer Appreciation Event coincides with a ceremony honoring the company's 20th year of operation and ***Maureen Mottonen****'s 20 years of service.*

COMPUTERWORLD

MOBILE & WIRELESS WORLD

Close to 400 end users, industry analysts, IT executives and managers travel to Palm Desert, Calif., for the second annual Mobile & Wireless World.

Marking its 10th anniversary earlier this year, Computerworld Singapore celebrates with IDG Chairman ***Pat McGovern****. (L-R): Designer* ***Mohd Yasin****, Staff Reporter* ***Louis Chua****, Advertisement Sales Managers* ***Lina Wang*** *and* ***Joanne Ng****, McGovern, Editor* ***Tan Ee Sze****, Editorial Coordinator* ***Connie Chng****, Publisher* ***Jimmy Yu*** *and Deputy Editor* ***Melanie Liew****.*

JUNE

BIOBUSINESS
Diamyd needs financial partner

Biotech Sweden launches an English-language newsletter for venture capitalists and other investors outside the region who are interested in the Scandinavian biotechnology market.

In the news:

Apple launches iTunes in Europe

Dan Orum, IDG Entertainment's senior VP/business development and consumer marketing, begins his tenure as the division's president.

Pat McGovern *accepts the ASBPE Lifetime Achievement Award at a ceremony in Newton, Mass.*

COMPUTERWOCHE fokus
Mittelstand
Kunden-Management
Praxisbeispiele und große Marktübersicht
Speichertrends
So werden Speichernetze erschwinglich
Gehaltsstudie
Was Manager und IT-Fachleute verdienen
Wettkampf um das Unix-Erbe
Unix
Ratgeber

During May and June, the second annual Computerwoche Forum for Medium-Size Businesses draws IT managers at smaller-scale companies to four Germany cities. The forum, as well as the spinoff publication *Computerwoche Fokus Mittlestand*, has brought in new readers and advertisers.

> *"The market for information sales is double the marcomm market. Focus on it! There's a gold mine in your reader base. Tap into this group effectively, sell Webcasts, have a membership area and give them information on their mobile phones."*
>
> *— Pat McGovern, IDG chairman*

10+ years

Kathy Dinneen, 31 • Debra Sobin, 26 • Robin Robison, 24 • Matt Smith, 24 • Debbie Waters, 22 • Derek Hulitzky, 21 • Mitch Betts, 20 • Richard Buroni, 20 • Linda Holbrook, 19 • John Robison, 18 • Pim Bilderbeek, 18 • Corinne Schmidt, 18 • Gaby Kirschbaum, 17 • Bob Brewin, 17 • Irmtrud Schäfer, 17 • Norman Noble, 17 • Gary Anthes, 17 • Rex Farrance, 17 • Lottis Bergsson, 16 • Michelle Wong, 16 • Andrew Sambrook, 16 • Jan-Bernd Meyer, 15 • Hans-Albrecht Simon, 15 • Janet King, 15 • Francisco Torres, 15 • Maryfran Johnson, 15 • Philippe Rose, 14 • Mandy Tse-Wong, 14 • Guy Eaton, 14 • Henry Pham, 14 • Beáta Horváth, 14 • Ilona Rodriguez, 14 • Petra Hermann, 14 • Julio Val, 14 • Jaroslav Hrouda, 13 • Carel Schrama, 13 • Patricia Owen, 13 • Enrico Lotti, 13 • Ornella Fusina, 13 • Elena Re Garbagnati, 13 • Karen Mulligan, 12 • Agnieszka Cybulska, 12 • Barbara Jakubiak-Mozdzynska, 11 • Paul Mason, 11 • Mark Levitt, 11 • Maud Sårde, 11 • Marlene Silla, 10 • Britta Bernauer, 10 • Tom Winter, 10 • Arantxa Aguilera, 10 • John Farrell, 10 • Virginia Lehr, 10 • Stephen Compton, 10

> *"Computerworld has won 23 national and regional ASBPE awards for editorial and design in 2004. Our goal is to make CW even more useful and unique to our readers, and all indicators are pointing in the right direction."*
>
> *— Bob Carrigan, president, publisher & CEO, Computerworld*

40 Years of IT

*IDC Chief Research Officer **John Gantz** (left) and IDC President & CEO **Kirk Campbell** hold the plaque they presented to IBM CEO Sam Palmisano (center), engraved: "In Recognition of 40 Years of IT Leadership, IBM & IDC, 1964 - 2004." They are standing in front of an IBM Systems 360 mainframe computer from the 1960s, located at IBM's Armonk, N.Y., headquarters.*

*IDG's U.S. publications take home an unprecedented 116 national and regional awards from the American Society of Business Publication Editors, with two publications — Computerworld and CSO — being named Magazine of the Year in their respective categories. Representatives of the CXO Media team. (Front row, l-r): Associate Art Director **Chandra Tallman**, Executive Editor **Alison Bass**, Senior Editor **Todd Datz**. Middle row: Art Director **Steve Traynor**, CSO Executive Editor **Derek Slater**. Top row: CSO Publisher **Bob Bragdon** and Editorial Research Manager **Carol Zarrow**.*

IDG Chairman **Pat McGovern** is one of three top publishing executives to receive a Top Innovators in Business Publishing Award from BtoB Media Business. *CIO* Editor-in-chief **Abbie Lundberg** is one of three chosen in the editors category. McGovern also delivered the keynote address at the luncheon, emphasizing how important it is for business leaders to listen to and be responsive to customers.

conference 2004
busin
IDC Analyze the Future

More than 300 attendees flock to each of the first editions of IDC's Business Intelligence Conference held in Mexico and Brazil. With a focus on using business intelligence tools to increase companies' productivity, both events attracted strong support from sponsors including SAS, Siebel, Hyperion, Cognos, Information Builders, Business Objects and Microsoft. (Above, IDC Senior VP/International **Philippe de Marcillac**.)

PORTABLE power
Power Up and Go!

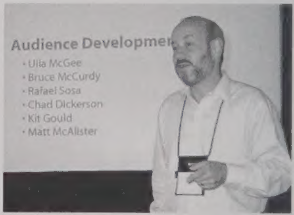
IDG World Expo reaches out to global business units to promote the first Portable Power Conference & Expo in September This ad in the June 11 issue of *Computerworld Canada* is just one of several print and online ads publicizing the event.

ComputerSweden
HEMMA
SMART FJÄRRSTYRNING

VIDEO LYD FOTO KOMMUNIKASJON
Vinn en rå stue-PC
DigitalWorld
Din nye digitale hverdag
Nr 1/2004
Kun kr 39,-
Flat design og lekre bilder
Alle vil ha flate skjermer. Vi forteller alt om LCD- og plasma-TV. Hvordan virker de, og hvilke bør du kjøpe?
Digitalt kompakt-kamera til ferien
Musikksamlingen på innerlommen
Siste trender innen stue-PCer

More titles focused on the convergence of consumer electronics and computer technology debut, including Computer Sweden Hemma and IDG Norway's Digital World.

Bio-IT World honors winners of its second annual Best Practices Awards at a ceremony held at the National Press Club in Washington, D.C. The awards spotlight organizations for their innovative use of life science and information technologies in streamlining and accelerating the drug discovery research and development process.


Audience Developmen
Ulla McGee
Bruce McCurdy
Rafael Sosa
Chad Dickerson
Kit Gould
Matt McAlister

*IDG International Publishing Services VP/Technology **Morris Effron** chairs the Global Online Meeting in San Francisco. More than 80 IDG employees representing business units in 15 countries attended the two-day meeting designed to share the most significant and profitable online practices across the company.*

IDG

December 27, 2004

Customer Service Specialist (CWI)

Computerworld has an exciting opportunity for a Customer Service Specialist in our Strategic Programs & Events Group. In this position you will be responsible for onsite registration management for systems, contract staff, materials; onsite customer service management and frontline staff member for all attendee issues; onsite cashier and registrar for all financial transactions; coordination of sponsor/exhibitor contract guarantees with operations and sales; coordination of special events registration; administration of data-driven e-commerce registration system; coordination of registration system parameters with live website; administration of online registration and accounting reconciliation; processing fax and phone registrations; handling customer service calls into conference line; processing sponsor/exhibitor contract and block registrations; coordinating housing with Director of Operations. Candidates should have exceptional project management skills, strong customer service and communication skills (written and verbal). Attention to detail critical. Proficiency with Word, Excel, and PowerPoint required. Experience with graphics packages such as Quark XPress a plus. Travel is required.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Event Operations Manager (CWI)

Computerworld has an exciting opportunity for an Event Operations Manager. Primary functions include sponsor and exhibitor customer service; assisting with strategic event planning; pre-event sponsor/exhibitor site meetings; tactical event planning and execution; coordinating shipping/receiving; managing contractors/suppliers; managing local event staff; coordinating hotel logistics (meeting rooms/convention services); and other operational aspects of events. Strong verbal and written communication skills required. Attention to detail critical. Strong customer service skills required. Travel required. Event operations experience required, particularly in the areas of F&B Management and Exhibit Floor Management. ***Location: Framingham, MA***
Contact: M. Scanlon, Fax: 508-879-3760, Email: jobs@computerworld.com

Project Manager, Custom Publishing (CXO)

CXO Media Inc. is seeking a Project Manager to join its Custom Publishing team. This individual will be accountable for managing client relations, publication production, operations and project administration for custom supplements, magazines and websites. The ideal candidate will possess 5-7 years work experience in marketing, magazine publishing or an advertising agency. The candidate must be able to multi-task in a fast paced environment and be detail oriented. Strong communication and customer service skills are essential. ***Location: Framingham, MA***
Contact: B. Ramistella, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Account Executive (GMG)

IDG Entertainment is seeking an Online Account Executive to join the sales team in Oakland, CA. In this position, you will be responsible for lead generation, helping coordinate and facilitate meetings, RFP generation and overall territory and account/client management. This individual will work side-by-side with the Sales Managers to increase overall online advertising sales and revenue throughout the West Coast. If you are looking to expand your sales experience, this is the job for you. Requirements are a minimum of 2 years sales experience or media/agency experience, online advertising knowledge is a must, strong phone, organization and personal skills. Computers skills: MS Office, Lotus Notes and PowerPoint. ***Location: Oakland, CA***
Contact: L. Hess, Fax: 510-768-2605, Email: jobs@gamepro.com

Online Sales Manager (GMG)

IDG Entertainment is seeking an energetic, entrepreneurial, online sales professional to handle our Eastern Region. Located in our New York City office the individual in this position will be responsible for increasing online revenue for a variety of products. Candidates should be customer centric, solutions focused and articulate. Proven experience in new business development and revenue generation are a must. This position requires 5+ years of online media sales experience. Knowledge of the gaming or entertainment industries a plus.
Location: New York, NY
Contact: L. Hess, Fax: 510-768-2605, Email: jobs@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Engagement Manager, GMS (IDC)

5+ years of experience with experience in one or more of the following areas: marketing programs (web experience preferred), channel programs, publications (sales, custom publishing, reader services), web content creation/delivery. Specific skills required include: project management with demonstrated success at keeping track of many details, document/PowerPoint design/layout and/or editing skills a plus, successful selling experience or experience supporting sales teams. Demonstrated client service excellence and experience/understanding of audience and needs of marketing professionals within high tech marketing organizations. BS required, MBA or equivalent beneficial. Responsibilities: contribute to the delivery of projects under the direction of the GMS Director; manage customer engagements; provide pre- and post- sales support to customer sales team; manage document/PowerPoint design/formatting, and proofreading; manage select on-line GMS offerings and events; help identify additional partners who will increase GMS competitive offerings to customers; travel required as needed to see customers, prospects, partners etc.; via service to customers, support of sales, and constructive suggestions to team management for improving our processes, offerings and business development initiatives…help the team live up to its commitment of high quality, on time, every time while helping to build a strong and growing business. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Programs Director, Insights (IDC)

IDC is seeking a creative, energetic, highly-organized marketing communications professional to work on the launches of three new Insights businesses: Manufacturing Insights, Energy Insights and Healthcare Insights. Reporting to the VP of Marketing, the Marketing Programs Director will be responsible for all marcom activities including creating collateral pieces from concept to printing, executing innovative brand campaigns to new audiences and organizing events (from webcasts to breakfast briefings to trade show participation). In addition, responsibilities include ongoing sales lead generation campaigns to a new set of buyers for each launch and ROI tracking of all campaigns. This position requires prior management experience, strong writing skills and the ability to understand IT terminology. Prior experience marketing to CIOs, line of business managers and other users of technology is necessary. This position requires a minimum of 10 years marketing experience, preferably in one or more of the industries mentioned. Prior experience in marketing IT research is a plus. Candidates will be required to hold a bachelor's degree and an MBA is considered a plus. This position will require approximately 10 - 15% travel. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Marketing Programs Manager, Insights (IDC)

IDC is seeking an experienced marketing communications professional to work on the launches of three new Insights businesses: Manufacturing Insights, Energy Insights and Healthcare Insights. Key responsibilities include writing collateral, press releases, email and web campaigns and the project management of the marketing collateral. The position will require implementing marketing plans for each of the companies and the ability to manage multiple projects simultaneously and efficiently. Strong writing skills and the ability to understand IT terminology is necessary. Prior experience marketing to CIOs, line of business managers and other users of technology is a plus. This position requires a minimum of 5 years marketing experience, preferably in one or more of the industries mentioned. Prior experience in marketing IT research is a plus. Experience with Quark, Illustrator and the ability to create HTML newsletters, PowerPoint presentations and use design templates is necessary. Candidates will be required to hold a bachelor's degree and an MBA is considered a plus. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Analyst, Hardcopy Peripherals (IDC)

IDC's Hardcopy Peripherals team is seeking a Research Analyst to cover market and technology trends in the hardcopy and document solutions markets. The hardcopy market is expanding its coverage into emerging software and services opportunities to enhance the value of vendor product offerings. This position will give the appropriate candidate the unique opportunity to learn about the hardcopy industry and the emerging growth potential for document software/services. In addition, the analyst will have the knowledge and skill set required for authoring timely, insightful research for this market. This research analyst will be responsible for collecting and analyzing quantitative/qualitative data and synthesizing this information into comprehensive studies. The analyst will also be responsible for responding to client inquiries and developing close relationships with IDC's hardcopy clients as well as within the media and financial communities. The ideal candidate will have strong writing, analytical and communication skills. Excellent interpersonal skills for external and internal interaction is essential. The candidate should be familiar with Microsoft Word/Excel and have some market research experience. Industry experience is a plus, but not necessarily required. Some travel is expected. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Marketing Specialist (IDC)

IDC's Information Infrastructure Research Group is seeking an energetic individual with a "can do" attitude to join the marketing programs team to execute marketing programs for IDC's worldwide research. This position affords an excellent opportunity to manage many aspects of marketing communications within the context of these varied research programs. Activities performed in the Marketing Specialist role include: event management (from start to finish); promotional writing for the group including: press releases, email campaigns, & Web and newsletter content; list management; tracking marketing metrics; and collateral creation. Analyst and Sales support for the Information Infrastructure Group is also required. Exceptional writing and communication skills are needed, as well as the ability to work in a collaborative team environment. The individual in this position will have contact with IDC customers, the press, IDC research analysts, IDC's sales force and outside freelance designers. Some travel is required. The candidate must be an independent self-starter who is organized, creative, and capable of working on several different projects simultaneously. This individual must have good people skills and the ability to motivate others. 2-4 years of marketing experience including promotional writing, creative visualization and marketing communications is desired, and a B.A. degree is required. Familiarity with Microsoft Office products is essential and knowledge of graphic programs is suggested, but not a must. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Manager, Pricing Evaluation Series (IDC)

IDC's Pricing Evaluation Services Program provides IT hardware pricing intelligence to the manufacturers and users of this equipment to help them make better buying and selling decisions. We are seeking a Program Manager to oversee our price benchmarking operation. The Program Managers role involves oversight of the deliverables for all end user clients including the validation of all information and monitoring timeliness of delivery; manage methodology matters which entails monitoring all market developments within the desktop, notebook, and SIAS markets and to a lesser extent, the printing, monitor and midrange server markets to maintain master copy of all SmartIndex normalization/adjustment factors for use in benchmarks; act as the primary contact for all individual end user customers for all support and research inquiry questions; manage week to week activities within pricing databases and the analysts who are contributing to the database; manage special projects involving midrange server benchmarks, storage benchmarking and all fair market value requests; serve as sales liaison including participation on sales calls and running on-line SmartBuy demos; act as main liaison between SmartIndex program and analysts who cover SmartIndex in IDC's AP and EMEA regions; manage the analysts on the SmartIndex team. Candidates should have ten plus years professional experience ideally within the Vendor market. The role requires a Bachelor's degree.
Location: Framingham, MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Publisher (IFW)

Reporting to the CEO, the Publisher will be responsible for developing and directing all integrated sales, marketing and event strategies for the InfoWorld Media Group. Working closely with the National Sales Director, VP Marketing, and Events Director, s/he will set the overall mission and objectives, drive selected high-level sales, and have direct P&L oversight. S/he will also be involved in helping to create, launch, market and sell new products for the IT market, ranging from traditional information and services to newer products based on emerging Internet technologies. In addition to having 10+ years of ad sales management experience, our ideal candidate will be an online sales expert and enthusiast, with 4+ years experience in the online space, a reputation for developing and executing creative sales strategies and programs, and a track record of growing revenues. Candidates must have a comprehensive knowledge of the high tech market, excellent communication skills for motivating multiple internal teams, extensive agency and vendor contacts, and the ability to deliver marketing and sales strategies to sophisticated clients. Availability for extensive travel is essential. ***Location: San Francisco, CA***
Contact: K. Coldwell, Fax: 415-974-7316, Email: kate_coldwell@pcworld.com

Sales Assistant (IFW)

InfoWorld seeks an organized, customer service-oriented individual to provide part-time administrative support to our east coast sales team in the Paramus, NJ office. The Sales Assistant will be responsible for the day-to-day functioning of the office, including filing, ordering supplies, organizing mailings, corresponding with clients, and special projects. The ideal candidate will have strong communication and clerical skills, and will thrive in a fast paced environment. Requirements include at least 2 years of administrative experience and proficient computer (Word, Excel, PowerPoint) skills. ***Location: Paramus, NJ***
Contact: J. Steele, Fax: 415-974-7316, Email: jenny_steele@pcworld.com

Sales Associate (MAC)

Mac Publishing is looking for a high energy, administrative whiz to provide sales support to the print sales and marketplace account managers. The Sales Associate's primary responsibilities include: assisting multiple sales people, customer contact and follow-up on behalf of the team, heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders, working with production on ad placement, and prospecting new clients. Qualified candidates will have exemplary customer service orientation, strong writing skills, Mac computer experience, familiarity with Word, Excel, PowerPoint and Quark, and a minimum of 2 years business experience preferably in a publishing/advertising agency environment. Must be comfortable working independently and as a member of a team. Knowledge of technology would be a plus. ***Location: San Francisco, CA***
Contact: J. McKie, Fax: 415-974-7316, Email: julie_mckie@pcworld.com

Consulting Director (MI)

IDC Manufacturing Insights is seeking a Consulting Director to develop and manage custom research projects for the manufacturing industry. The Consulting Director will engage with executives at manufacturing companies and IT vendors to identify opportunities for custom research. Custom research projects may include IT benchmarking, business and IT alignment assessment, ROI analysis, market opportunity assessment and IT vendor selection. The director will develop proposals and manage projects from beginning through completion, working closely with the analysts in Manufacturing Insights and with sales personnel. The Consulting Director will be expected to develop and manage long-term consulting relationships with clients, including repeat engagements and contribute to strategy and operations of overall IDC Manufacturing Insights business. The individual must have strong project management experience, business development skills, as well as strong writing and presentation skills. The individual will be required to deliver quality research projects, provide high levels of customer interaction, and be able to grow the consulting practice. The director will serve as a main point of contact with the sales force for lead development and proposal writing. The individual will need to have strong client facing skills and a keen business sense to identify and write proposals in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. The director will be responsible for developing and maintaining new business processes associated with the gathering of primary and secondary information to support the projects. The Consulting Director will need strong leadership and team management experience who has demonstrated success in creating positive change in industry environments characterized by ambiguity and challenge. The desired individual will have an undergraduate degree with 7+ years working experience in the manufacturing industry. Experience in consulting and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: Strong business development skills; Familiarity with qualitative and quantitative research methodologies and market modeling; Strong project management skills with a constant eye on detail; ability to provide actionable advice to executive level management; strong writing skills; strong collaboration skills; strong presentation skills; comfort working in a fast-paced, ever changing environment; creative problem solving. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Audience Development Manager (WEC)

IDG World Expo has an exciting and rewarding opportunity for a motivated marketing professional to join the team. The Manager, Audience Development will lead the effort to develop and execute a direct response marketing strategy with the goals of increasing revenue and attendance. In this position you will be responsible for building marketing strategy, setting and maintaining attendee and exhibitor marketing budgets, refining target markets through database analysis, researching and identifying strategies for direct mail and email campaigns, developing campaign messaging, managing creative development, as well as measuring results and calculating the ROI for past and future marketing campaigns. You will manage attendee and exhibitor promotion through print, broadcast, outdoor and on-line marketing efforts, and coordinate public relations campaigns, media cross-marketing initiatives and trade group relationships. Part of your role will also include identifying new opportunities for strategic brand extensions and new sources of revenue, and participation in the development of marketing best practices across the organization. In addition, you will be expected to assist in driving the strategic direction of those events in the group. Ideal candidates will possess a minimum of 5 years of experience in marketing communications or technology event marketing and demonstrated ability to work in a team environment, make timely and effective decisions, and achieve measurable results. Budgetary responsibility, vendor management experience, effective communication skills and the ability to write and edit effectively is essential. Some travel required. ***Location: Framingham, MA***
Contact: S. Peterson, Fax: 508-988-7972, Email: jcjobs@idg.com

JULY

IDC's global software piracy study, conducted on behalf of the Business Software Alliance and involving interviews with more than 5,600 businesses and consumers in 15 countries, gains worldwide press coverage. Among its findings: 36% of the software installed in 2003 was pirated.

TABPI
TRADE
ASSOCIATION
BUSINESS
PUBLICATIONS
INTERNATIONAL

PC World and *Network World* take home 10 Tabbie awards from the inaugural competition sponsored by the Trade Association Business Publications International (TABPI). The international B2B magazine competition comprises 12 editorial and eight design categories and drew nearly 300 entries.

IDC is honored as one of nine employers of the year by the Metrowest Work Opportunities Coalition for its efforts in hiring and including individuals with disabilities in the workplace. IDC was nominated by Advocates, a workforce advocacy group whose client, **Jeannie Marshall**, pictured above with Facilities Manager **Lloyd Kosh**, has worked part-time in the IDC Copy Center since 1999.

Network World wins min's Integrated Marketing Award for a customized microsite it designed for Lucent Technologies as part of a Customer Access Program. The microsite is credited with helping Lucent obtain qualified leads that resulted in a greater than 25% conversion rate. Above (l-r): Dave Ushler of Lucent, NW Associate Publisher ***Tom Davis****, Lucent's Maria Florio and George Pantos, NW Director of Client Services* ***Sharon Stearns****, NW Regional Sales Manager* ***Eric Danetz****, and Chris Pyne of Lucent.*

IDG List Services unveils affinity media program called As Seen in Your Mailbox designed to lift direct mail response rates.

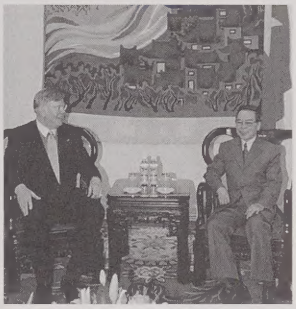
In the news:
U.K., Russia break up online extortion ring

IDG World Expo's Macworld Conference & Expo returns to its Boston roots, becoming the first major event to take place at the new state-of-the-art Boston Convention and Exhibition Center. Above, IDG World Expo Group VP ***Warwick Davies*** *speaks to the audience gathered for a panel discussion featuring four noted Mac experts including Macworld magazine's* ***Jason Snell*** *(third from left).*

10+ years

Therese Bergstrom, 28 • Saiman Hui, 22 • Susan Searle, 20 • Craig Stedman, 19 • Jim Falanga, 19 • Ken Hoyt, 18 • Ralph Finos, 18 • Kimberly Schuberthan, 18 • Karin Quack, 18 • Corinne Schmidt, 18 • Faith Marcello, 17 • Kevin Burden, 17 • Karin Reitberger, 17 • Abbie Lundberg, 16 • Judy Callahan, 16 • Harald Brechtl, 16 • Michelle Wong , 16 • Jan-Bernd Meyer, 15 • Hans-Albrecht Simon, 15 • Scott McLarnon, 14 • Carin Ståhl, 14 • Julio Vial, 14 • Petra Hermann, 14 • Richard Willoughby, 14 • Bridget Cammarata, 13 • Kenneth Bäckström, 13 • Jaroslav Hrouda, 13 • Carel Schrama, 13 • Kenneth Bäckström, 13 • Lafe Low, 12 • Randy Perry, 12 • Debra Becker, 12 • David Francis, 12 • Eric Lam, 12 • Maud Sårde, 11 • Mohd Yasin, 11 • Quan Zhou, 11 • Loren Loverde, 10 • Doug Chandler, 10 • Renate Regnet-Seebode, 10 • Ulrike von Trotha, 10 • Peter Mayer, 10 • Paul Overhiser, 10 • Marlene Silla, 10 • Britta Bernauer, 10

PC World launches online shopping directory called Bargain Finder (www.pcworld.com/resource/bargainfinder.asp) that lists deals on technology products.



IDG Chairman **Pat McGovern** visits Vietnam to open the Vietnam Computerworld Expo and meet with the country's new prime minister, Phan Van Khai.

AUGUST

playlist
ULTIMATE
iPOD
GUIDE
Macworld

Mac Publishing launches *Playlist*, a newsstand-only monthly focused on digital music technology, the artists who make the music and the consumers who enjoy it.

IDG launches Best Practices Exchange on IDG Central as a resource for employees across all functional areas and around the world to share great ideas that have been implemented at their business units.

> *"The area in which we are making great progress includes the much closer working relationship we now have with other IDG business units, particularly with IDC and IDG Ventures. Sharing research and ideas for developing market segments provides an important competitive advantage for all of our business units."*
>
> *— David Korse, president & CEO, IDG World Expo*

> *"Since 2001, IDC has gained 60 of the Fortune 500 as customers, including the top automobile manufacturers, energy providers and pharmaceutical manufacturers as well as the world's leading corporate, retail and investment banks. Our intent is to hold the same dominant position in the user space as we do in the vendor market."*
>
> *— Don Best, senior VP, worldwide sales and marketing, IDC*

IDC Brazil hosts third annual Storage and Infrastructure Vision Conference, drawing 300 IT managers and directors and infrastructure specialists to the full-day event in São Paulo.

IDC President & CEO **Kirk Campbell** wins the Chairman's Cup for overall management excellence for the second straight year. **Sergey Kostyukov**, publisher of IDG's licensee in Ukraine, took home Partner of the Year honors, while CXO Media President & CEO **Walter Maninnen** was named Entrepreneur of the Year.

IDG closes its Hong Kong subsidiary and signs local publisher Advanstar Asia Ltd. to continue publishing the market-leading 20-year-old *Computerworld Hong Kong*.

IDG World Expo holds 11th LinuxWorld Conference & Expo. The four-day event is held twice yearly in Boston and San Francisco and has seven international editions. Above, some of the World Expo team at LinuxWorld inlcuded: ***Genki Uchida*** *(visiting from IDG World Expo Japan),* ***Amy Scott****,* ***Warwick Davies****,* ***Eileen Weinberg, Anjali Chawla, Debbie Diodata****,* ***Darrell Baker, Dave Rosenberg****,* ***Frank Netherwood****,* ***John Yurewicz*** *and* ***Shelley Ballarino****.*

IDG business unit leaders convene in Beijing for the bi-annual Worldwide Managers Meeting. The three-day meeting afforded the managers an opportunity to gain a greater appreciation of IDG's significant presence in China, assess IDG's worldwide business and develop ideas for the future. Attendees also had a chance to visit the China Computerworld offices. Among the hosts and guests were: China Computerworld's ***Guo LinXia****, PC World China's* ***Huang Weimin****, China Network World's* ***Jin Jianzhong****, China Computeworld's* ***Chen Mei****, China Computerworld's* ***Liu Jiuru****, Network World's* ***John Gallant****, PC World's* ***Harry McCracken****, Network World's* ***Evilee Thibeault****, IDG Germany's* ***Stephan Scherzer*** *and China Computerworld's* ***Tang Baoxing****.*

LinuxWorld Conference & Expo China 2004

IDG World Expo/China stages fifth LinuxWorld Conference & Expo in Beijing. IDG Chairman **Pat McGovern** and CEO **Pat Kenealy** were on hand to address the 4,000 attendees.

cmo
premiere issue
The Resource For Marketing Executives
Pressure?
What Pressure
How to survive your first 100 days on the job
Why metrics matter (again)
A day in the life of a B2B CMO

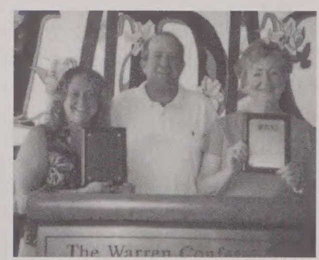
CXO Media's third C-level title, *CMO*, debuts with an initial controlled monthly circulation of 25,000. Its mission, according to Editor-in-chief **Rob O'Regan**, is to give marketers the tools and resources they need to educate those around them as to why marketing matters.

In the news:

Google goes public with stock offering

10+ years

Karl Heinz Zimmermann, 26 • Renate Giesen, 25 • Bengt Marnfeldt, 21 • Carolyn Medeiros, 21 • Mary Fanning, 21 • Georg Sing, 21 • Judy Sutter, 20 • Dan Sommer, 19 • Hans Weber, 19 • Ritva Kokkonen, 19 • David Hill, 18 • David Bromley, 18 • John Cox, 18 • Chris Cuoco, 18 • Walter Clegg, 18 • Roseann La Bruno, 17 • Sandra Kupiec, 17 • Mike Malone, 16 • Nancy Sheehan, 16 • Phyllis Borden, 16 • Megan Santosus, 16 • Marlene Tobias, 16 • Caroline Craig, 16 • Tammy O'Sullivan, 16 • Esther van Dijk, 16 • Brad Christensen, 15 • Gabriele Lange, 15 • Glenna Fasold, 15 • Jeffrey Berlin, 15 • Josef Gruber, 15 • Carol Benioff, 15 • Heinrich Vaske, 15 • Simon Salamon, 15 • Lisa Ladle-Wallace, 14 • Sven-Erik Remmare, 14 • Nancy Newkirk, 13 • Roberta Cruse, 13 • Carol Johnstone, 13 • William Bernardi, 13 • Patrice Desmedt, 13 • Tiziana Parma, 13 • Keith Henry, 13 • Sally Hudson, 12 • Ola Fors, 12 • Susanne Arildsen, 12 • Rebecca Freed, 11 • Carol Glasheen 11 • Michele Peoples, 11 • Thierry Parisot, 11 • Frank Froma, 11 • Hakan Ogelid, 10 • Bill Hanck, 10 • Lizah Aman, 10 • Alice Leightheiser, 10 • MaryKay McIntire, 10 • Anders Sjölander, 10



Three employees are honored with Corporate Boviard STAR awards in recognition of outstanding Service, Teamwork and Results. Pictured above are ***Laurie Horn****, a travel counselor in IDG's Corporate Travel Department, and* ***Dorothy Malone****, a bookkeeper in IDG's Accounting department, (on either side of IDG VP of Finance* ***Ted Bloom*** *who presented the awards). Not pictured: IDG World Update Editor* ***Penny Winn****.*

IDC West tees up second annual golf outing for 50 of its investment Research Service clients. On hand, were IDC Semiconductor Research Manager ***Allen Liebovitch****, Account Executive* ***Kevin Brodie****, Semiconductor VP* ***Mario Morales*** *and Senior Analyst/Account Manager* ***Caroline Morgen****.*

CIO magazine holds sixth annual CIO 100 Symposium and Awards Ceremony, honoring leadership and innovation in the use of information technology, information management and organizational development. Above, members of the CXO Media team pose with the Amazing Acrobats of China from the New Shanghai Circus, who performed during the CIO 100 Awards ceremony. CXO Media staff included: ***Rick Sheehy****,* ***Bob Sawdon****,* ***Ed Prewitt****,* ***Jennifer Richards****,* ***Cynthia Mollus****,* ***Abbie Lundberg****,* ***Mindy Blodgette****,* ***Allan Holmes****,* ***Ellen Romanow****,* ***Elana Varon*** *and* ***Rick Pastore****.*

SEPTEMBER

MICROSOFT How It Drives the U.S. Technology Agenda
CIO
GLOBAL SECURITY SURVEY '04
The SIX SECRETS of HIGHLY SECURE ORGANIZATIONS REVEALED

In cooperation with Pricewaterhouse-Coopers, *CIO* magazine releases the State of Information Security 2004, a global survey incorporating information from more than 8,000 responses in 62 countries. Thirteen *CIO* and *CSO* publications in 10 countries participated in the effort.

Detlef Borchers *(r) with German Minister of the Interior Otto Schily.*

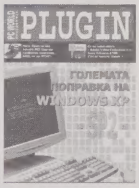
CIO Germany writer **Detlef Borchers** takes home second-place honors in a competition sponsored by the German government focusing on security-related journalism. Borchers' article focused on the increasing use of identification methods such as fingerscans, face and iris pattern recognition in today's corporate world.

Network World stages sixth annual DEMOmobile conference attracting 420 influential analysts, media representatives, venture capitalists and business executives to La Jolla, Calif., to preview the hottest new mobile technology products. Among the Network World employees helping to ensure the event's success were ***Michele Zarella****,* ***Karen Bornstein****,* ***Mark Hollister****,* ***Debra Becker****,* ***Dale Fisher****,* ***Dori Smith****,* ***Jacqueline DiPerna*** *and* ***Neal Silverman****.*

Fábio Costa takes over as country manager for IDC Brazil.

Close to 50 marketing professionals representing IDC offices in the U.S., Asia/Pacific, Japan, Latin America, Europe and Canada converged in Framingham, Mass., for IDC's annual Worldwide Marketing Summit. Hosted by IDC Senior VP Worldwide Sales ***Don Best****, the one-day meeting focused on developing global marketing initiatives for the new fiscal year. Best presented marketing awards to* ***Kim Tulman****,* ***Dana Basilone****,* ***Julie Fabrucci*** *and* ***Patrick Gorman*** *and (not pictured)* ***Elissa Simpson****.*

Computerworld Vietnam debuts with an initial circulation of 30,000. Published in partnership with the Saigon Times Group, the publication will appear as a bi-weekly magazine for IT managers and professionals, CEOs and IT policymakers.



Macedonian publishing partner signs license to relaunch existing title as *PC World Macedonia/PLUGIN*. Published 11 times per year, *PCW Macedonia* currently has a newsstand circulation of 3,000.

More than 500 attendees and speakers flock to IDC's 14th annual European IT Forum in Paris. Much of the buzz at this year's event was sparked by the question raised in Nicholas Carr's book Does IT Matter?, in which he argues that as IT has become more accessible, affordable and standardized, it has become less important to business strategy. Speakers and attendees spent two days refuting that premise. Above, IDC's EMEA Conferences and Events group celebrate thi s year's successful event, along with IDG Chairman ***Pat McGovern*** *and IDC EMEA President* ***Roberto Masiero****.*

IDG Vietnam holds its first ICT in Finance event, bringing in double the anticipated revenue, thanks to the 22 sponsors it attracted as well as the higher than expected number of conference attendees.

Graeme Muller named country manager at IDC New Zealand. Previously, Muller served as IDC New Zealand research manager.

> *"This year, IDG's editorial and design quality has been recognized by trade and professional associations and the media with more than 135 awards in the U.S., almost twice as many as our competitors CMP Media, Ziff-Davis, TechTarget and Cnet combined."*
>
> — Howard Sholkin, director, IDG Corporate Communications

Network World announces new virtual sales team structure at its annual sales meeting, where it also honored top sales performers for the year. Above, "Biggy Dat POE" one of the four virtual sales teams assumes their best rapper pose for the camera. Biggy Dat POE (print, online and events) team members are focused on "biggy sizing" their clients' programs with Network World and include: ***Tom Davis****,* ***Jamie Kalbach****,* ***Eric Danetz****,* ***Jacqui DiBianca****,* ***Deb Lovell****,* ***Enku Gubaie*** *and* ***Lee Foster****.*

10+ years

Helga Biesel, 26 • Maria del Carmen Doehler, 24 • Karin Giffhorn, 23 • John Gallant, 21 • Suresh Rajon, 21 • Cheryl Crivello, 20 • Anton Paunert, 20 • Juan Jose Marques, 20 • Maureen Mottonen, 20 • Gebhard Osterwalder, 19 • Carol Spach, 19 • Sylvie Mrabet-Neuhoff, 18 • Michael O'Neil, 18 • Gary Beach, 17 • Kevin Greene, 17 • Sue Yanovich, 17 • Pascal Gautier, 17 • Agnes Radnóti, 16 • Lars Østermann, 16 • Éva Szegvári, 15 • Tina Ölschläger, 15 • Christoph Witte, 15 • Martin Wallström, 15 • Anne Nickinello, 15 • Pasquale Bourg-Meyer, 15 • Margarita Chiango, 14 • Lennart Ekner, 14 • Maria Jose Marzal, 14 • George Bulat, 14 • Thomas Roos, 14 • Gerhard Holzwart, 14 • Hans Hausner, 14 • Wilson Wan, 14 • Ines Mühlbauer, 13 • Stephan Scherzer, 13 • Stefan Ueberhorst, 13 • Darren Whiteman, 13 • José Luis Palacios, 13 • Jean-Pierre Antonio, 13 • Sabrina Chummun, 13 • Kateline Renaudin, 13 • Maria Grazia Tripodi, 13 • Simona Cattaneo, 13 • James Duffy, 13 • Joyce Gillis, 12 • Maryse Gros, 12 • Juan Ramon Melara, 12 • Silvana Brambilla, 12 • Hermann Apfelböck, 12 • Uwe Kielmann, 12 • Josef Kreitmair, 12 • Michael Schweizer, 12 •Jürgen Hill, 12 • Iris Müller, 12 • Charlotte Kempe, 12 • Carol Lasker, 11 • Edith Höllersberger, 11 • Stan Peck, 11 • Marcel Schaper, 11 • Wolfgang Sommergut, 10 • Kerstin Lohr, 10 • Margarete Kuther, 10 • Cara Garretson, 10 • Ruzena Holikova, 10 • Szilvia Szendrey, 10 • Urzula Imbirska, 10 • Michael Kreczmar, 10 • Kathryn Marston, 10

> *"By around 2007 or 2008, we anticipate that 50% of IDG's revenues in the U.S. could be generated from various online revenue streams."*
>
> *— Colin Crawford, IDG VP/business development & operations*

IDG's Middle East publishing partner, CPI, presents its Global Vision Award to Jordan's King Abdullah II during this month's Jordan ICT Forum. Above, CPI Publisher ***Dominic De Sousa*** *(left) presents the award to the king.*

In the news:

Battle lines are drawn over European software patent rules

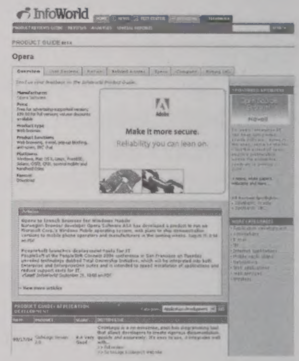
THE REALTIME CIO
Conference

IDG New Zealand holds fifth annual CIO Conference, which despite the stagnant local IT market, managed to turn a profit thanks to an enthusiastic endorsement by its 10 corporate sponsors and the more than 120 CIO and other high-level IT and business decision makers who attended. Above, **Sue McIntosh** and **Darrell Denney** await attendees at the registration booth.

More than 80 representatives from both the sales and editorial operations of IDG's *Computerworld*, *Network World*, *InfoWorld*, and C-level titles from around the world convene in Paris for two days of information sharing and planning at the company's annual Enterprise Global Product Support Center meeting.

IDG Denmark retools its annual Top 100 publication and event. The annual Top 100 publication actually measured the top 300 IT companies in the country, and the gala honoring those companies was redesigned to target users and attracted 350 high-ranking executives from Denmark's IT industry and a line-up of prominent speakers. Above, CW Danmark Editor-in-chief ***Arne Steinmark****, Omada CEO* ***Morten Boel Sigurdsson*** *and IDG Denmark Managing Director* ***Søren Queitsch****.*

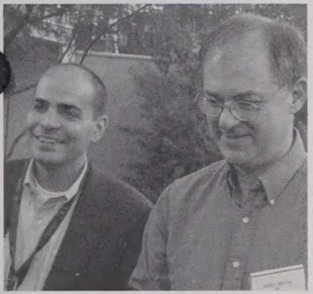
OCTOBER



InfoWorld teams up with the Open Source Technology Group to offer enterprise-level technology buyers an online IT Product Guide. The comprehensive database combines vendor-supplied product information and specifications, *InfoWorld* content and user input.

IDC opens its first wholly owned subsidiary in Argentina. The country is the region's third largest IT market behind Brazil and Mexico.

What originated as a marketing initiative to bolster the InfoWorld sales team's rallying cry of "Lead with research" has blossomed into a rich source of valuable information for the editorial and online departments. The result of a partnership between InfoWorld, IDG Research Services and IDC, these topic-focused research reports are also proving to be a revenue driver for the company. Above, InfoWorld's ***Mark Durrick, Paul Calento, Kaila Bongiovanni, Eric Knorr*** *and* ***Ben Veechai*** *show off the most recent research document.*



IDC holds its 12th annual Global Advisory Council meeting for 120 of its top clients. The annual two-day meeting provides a forum for IDC to discuss upcoming initiatives and to listen to the needs and concerns of its key customers. Above, ***Crawford del Prete****, senior VP, Hardware, and* ***Henry Morris****, Group VP and General Manager, Integration, Development and Application Strategies, were among the analysts on hand.*

GameStar
PANZERS

IDG Italy launches *GameStar Italia* at the country's largest IT trade show, SMAU 2004. The new publication has a newsstand circulation of 100,000 and faces stiff competition in the local market.

IDG Denmark Conference Director **Pia Rasmussen** discusses her company's disciplined approach to conference development, which ensures events will be profitable. Their secret? The company does not spend one krone on a conference until it has lined up the minimum number of sponsors needed to ensure a break-even event.

The sixth edition of the PC World Latin America Awards gala, which is held in Miami and recognizes the best IT products and services in Latin America, sold out its sponsorship slots weeks ahead of time and brought in record profits for the PC World Latin America office. Above, ***Trino Ramos*** *(front row, center) VP, PC World Latin America, welcomes IDG guests at the President's table.*

IDG World Expo announces the formation of a Custom Events Group that will serve the company's clients' growing interest sponsoring smaller, more exclusive gatherings for highly targeted audiences.

Digital World
ЦИФРОВА ТЕЛЕВИЗИЯ
ФОТОАЛБУМ В ТЕЛЕВИЗОРА
ДИГИТАЛИЗИРАНЕ НА АНАЛОГОВИ ФИЛМИ

IDG Bulgaria launches bi-monthly *Digital World* publication to focus on the burgeoning consumer electronics market. The new publication will be distributed on newsstands and to subscribers with *PC World* every other month.

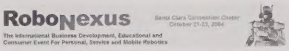
VORTEX|2004

Network World's seventh annual Vortex conference shines a spotlight on IT issues and opportunities with an expanded focus reflecting the growing influence of networking across enterprise IT. More than 230 of the enterprise IT industry's brightest lights and best minds convened in Santa Barbara, Calif., to, as the event's tagline says, "set the IT agenda" for the coming year. Above, the company's Events and Executive Forums teams responsible for organizing this yer's Vortex conference.

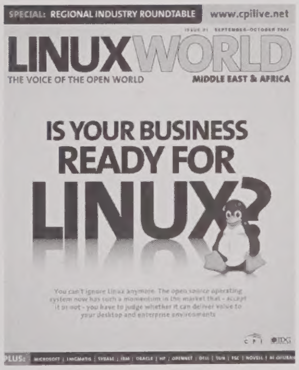
In the news:

Battle lines are drawn over European software patent rules

IDC releases the results of its annual Information Society Index, a unique study that measures the information capacity and wealth of 53 nations and ranks them based on their ability to access and absorb information technology. Denmark rose to the No. 1 ranking, bumping Sweden, which held the top spot for the past four years, to No. 2. The remaining Top 10 nations are the U.S., Switzerland, Canada, the Netherlands, Finland, Korea, Norway and the U.K.


RoboNexus
The International Business Development, Educational and Consumer Event For Personal, Service and Mobile Robotics
Santa Clara Convention Center
October 21-23, 2004

IDG World Expo partners with Robotics Trends to produce a first-of-its-kind conference and expo designed to showcase the robotics industry, inspire students and enable business leaders to learn more about an important emerging industry. RoboNexus, which ran for three days and attracted 10,000 attendees, is the largest new technology event launched in the U.S. so far this year.


SPECIAL: REGIONAL INDUSTRY ROUNDTABLE
www.cpilive.net
LINUXWORLD
THE VOICE OF THE OPEN WORLD
MIDDLE EAST & AFRICA
IS YOUR BUSINESS READY FOR LINUX?

LinuxWorld Middle East & Africa debuts. The bi-monthly is produced by IDG's partner in the Middle East, Dubai-based CPI, and will have an initial print run of 6,500.

"This is a great venue for business and market development, a place where mergers, partnerships and major investments have been consummated."

— John Gallant, VP and editorial director, Network World, speaking about his company's annual Vortex conference

> *"IDG's readers and advertisers tell us that face-to-face media – trade shows, conferences, sponsored events and all the variations – are ever-more important information sources in their buying and selling processes."*
>
> *— IDG CEO Pat Kenealy*

COMPUTERWORLD
STORAGE NETWORKI

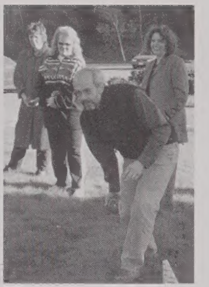
The 11th edition of Computerworld's Storage Networking World breaks its own attendee, exhibitor/sponsor, revenue and profit records. Produced in conjunction with the Storage Networking Industry Association, Storage Networking World is now the world's largest storage networking event. Members of the Computerworld team responsible for the event pose with the comedy singing group, The Capitol Steps, who performed during the event.

10+ years

Nancy Mallette, 25 • Lloyd Cohen, 25 • Lucienne Bosser, 23 • Karin Wirth-Wernitz, 21 • Nadine Gogibus-Pahus, 20 • Angele Boyd-Myers, 18 • Lew McCreary, 17 • Paul Arabasz, 17 • Hilary Smith, 16 • Mario Toffoletti, 15 • Mª Angeles de la Marca, 15 • Susan Middleton, 15 • Marco Tennyson, 15 • Francisco Rodriguez, 15 • Karen Rokkedahl, 15 • Duane Hampson, 14 • Marta Cabanillas, 14 • Dick Denechaud, 14 • Glenys Mercado, 13 • Steve Pelosi, 13 • Yumiko Oshima, 13 • Stephen Hendrick, 13 • Maria Lindström, 12 • Freeman Bradley, 12 • Eileen Newman, 12 • Joseph Loiselle, 12 • Cynthia Ramsey, 12 • Deborah Winders, 12 • Alyson Morales, 12 • Rosemary Pickett, 12 • Donna Silva, 12 • Robert Peyton, 12 • Uli Diehlmann, 12 • Martin Kybal, 12 • Vera Batrova, 12 • Donna Moschella, 12 • Agnieszka Potocka, 11 • Stephanie Faucher, 11 • Sean Weglage, 11 • Cheryl Talamini, 11 • Dora Jeffers, 11 • Chris Jarmul, 11 • Tom Vahey, 11 • Carolyn Johnson, 11 • Kent Persson, 11 • Sharon Stearns, 10 • Gabriele Heilmann, 10 • Roberta Prandini, 10 • Deborah Vilella, 10 • Traci Gere, 10 • Patricia Duhl, 10 • Keith Waryas, 10

Eighty-one PC World and IDG executives, editors and managers from 22 countries gather in San Francisco for the PC World Global Product Support Center meeting to discuss online ad sales and business development, shifting reader patterns and brand extensions among other current issues. Above, IDG Chairman **Pat McGovern** (r) speaks with *PC WELT* Publisher **Axel Beisner** and IDG Germany Group Publisher **Stephan Scherzer**.

Nearly 15,000 Linux users from 24 countries looking for open-source products came to the fifth annual LinuxWorld Conference & Expo held in Frankfurt, Germany. Floor space was increased 20% over last year due to a record number of exhibitors, including, for the first time, Microsoft.



With 77 of its approximately 100 Southborough, Mass.-based employees participating, Network World wraps up its fifth season of boisterous lunchtime bocce competition.

IDC Italy's third annual eGovernment Conference provides an overview of the most important e-government developments and trends in Italy and throughout Europe. The event attracted 16 vendor sponsors and more than 300 individuals, the majority of whom were leading Italian public administration figures.

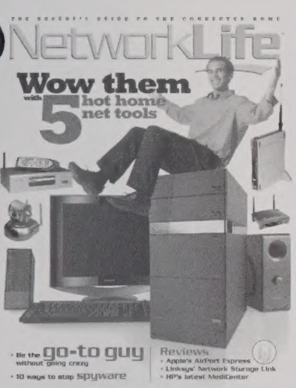
IDG Romania General Manager **Mihaela Gorodcov** is selected as the only IT journalist in the country to be granted an interview with Microsoft CEO Steve Ballmer. Ballmer, visiting Romania for the first time, met with the country's Prime Minister Adrian Nastase, presented the country's Ministry of Education with a substantial gift of software, paid a visit to Microsoft's Southeast Europe regional office in Bucharest, and gave interviews to the country's leading newspaper, largest television station and IDG.

NOVEMBER

IDC's Life Science Insights group scores a high-profile coup with an article written by Senior Research Analyst **Irena Melnikova** and VP, Research **James Golden** appearing in the November issue of *Nature Reviews*, the leading journal for the life sciences field.

itWorldCanada

IT World Canada announces the formation of IT World Expo Canada and enters into a partnership with Framingham, Mass.-based IDG World Expo to acquire two expositions from Plum Communications, Inc. of Toronto. The two events will be rebranded as LinuxWorld Conference & Expo and NetworkWorld Conference & Expo and will debut in April 2005.


THE EXPERT'S GUIDE TO THE CONNECTED HOME
NetworkLife
Wow them with 5 hot home net tools
• Be the go-to guy without going crazy
• 10 ways to stop spyware
Reviews
• Apple's AirPort Express
• Linksys' Network Storage Link
• HP's latest MediCenter

Network World capitalizes on booming home network market with new supplement that aims to help IT experts manage their role as de facto home network "consultants." The bi-monthly *Network Life: The Expert's Guide to the Connected Home* will help *Network World* readers handle the barrage of requests for hands-on help and recommendations from less technical friends and family.

IDG's three-day Media Management Institute aims to give participants a look at how IDG business functions operate within the larger IDG structure. One of the company's longest-running internal training programs, the USMMI is taught by senior IDG executives and participants are nominated by their business unit management team.

The Magazine Publishers of America announces that it will honor IDG Chairman **Pat McGovern** with a Lifetime Achievement Award at a ceremony at the Waldorf-Astoria Hotel in New York in January.

IDG Global Solutions organizes three complimentary, invitation-only briefing sessions for IT vendors and agencies in Asia interested in targeting audiences outside their own region. Designed to promote the IDG brand globally, the sessions were held in Tokyo, Taipei and Seoul. Above, K.C. Lee, general manager of Inventec, confers with IDG Poland Managing Director ***Kazimierz Szot****, Computerwoche International Sales Manager* ***Achim Schaefers*** *and IGS Taiwan Representative* ***Cian Chu****.*

In the news:

E-voting backers claim win in U.S. election, but issues linger

IDG Chairman **Pat McGovern** is one of a handful of local and foreign magazine publishing executives selected to address attendees and the 2004 International Magazine Conference in Taipei, organized by the Magazine Business Association of Taipei.

CXO Media Senior Editor **Scott Berinato** is named to *Min Magazine's* yearly roundup of the 21 Most Intriguing People. The profile, which appears in the magazine's annual issue, reads in part, "Because, in an age of deteriorating editorial standards, spoon-fed celebrity coverage and the Jason Blairism of journalism, four-time Jesse H. Neal winner Scott Berinato is the poster child for how to do it right."

> *"There are very few markets of a significant size where we haven't already begun to look for partners or have ongoing negotiations with potential partners."*
>
> — Jim Sullivan, VP, licensing, IDG International Publishing Services

CIO magazine hosts second annual conference for CIOs and senior IT executives focusing on the key issues facing the industry in the coming year. CIO I 05, The Year Ahead attracted almost 300 professionals from the nation's leading business, government and non-profit organizations. Former U.S. Secretary of State Madeleine Albright delivered a keynote address and later joined CIO Editor-in-chief ***Abbie Lundberg*** *on stage for a Q&A with the audience.*

IDC Asia/Pacific hosts its first CIO Summit in Bangkok. The invitation-only event let 57 CIOs from 14 countries mingle with IDC country managers and 18 executives from sponsor Hewlett-Packard.

IDG appears in *Forbes* magazine's listing of the 100 largest privately held companies in the U.S. Ranked at No. 83, IDG has appeared on this list every year since 1996.

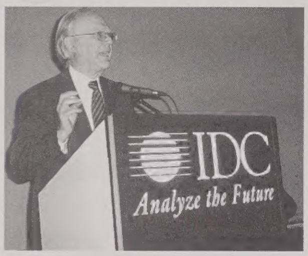
10+ years

Ted Bloom, 37 • Laura Kunzmann, 26 • Sheryl Merchant, 23 • Miguel Angel Hermosell, 22 • Helen Marnfeldt, 20 • Jose Luis Villacorta, 20 • Jeff Edman, 19 • Lene Sekjær, 19 • Fernando Rodriguez de la Fuente, 19 • Jose Luis Diaz, 18 • Sergio Saenz, 18 • Karin Lorenz, 17 • Michelle Chase, 17 • Jayne Enos, 16 • Donna Fraser, 16 • Sally Reinfeld, 16 • Ákos Bognár, 15 • Sandy Wong, 15 • Bruno Agostini, 15 • Fernando Rodriguez, 15 • Yoshitomo Fukuda, 15 • Elizabeth Heichler, 15 • Susan Middleton, 15 • Annika Svanström, 15 • Donna Cahill, 15 • Wayne Silverman, 14 • Tatiana Hinova, 14 • Cornelia Krämer, 14 • Natalia Parron, 14 • Ron Milton, 14 • Don Seay, 14 • Patrick Gorman, 13 • Karen Wilde, 13 • Hugo Shong, 13 • Irene Ford, 13 • Johan Egging, 13 • Penny McConnell, 13 • Michael Siggins, 13 • Corinne Huron, 13 • Jolanta Szot, 13 • Simona Varisco, 12 • Joachim Hackmann, 12 • Soren Adelkvist, 12 • Ellen Julian, 12 • Grazyna Skibniewska, 12 • Adam Gaffin, 11 • Dawn Kezer, 11 • Michele Reimer, 11 • Grace Wong, 11 • Selinna Chin, 11 • Todd Simms, 11 • Mats Öhman, 11 • Marc Ferranti, 11 • Chris Lindquist, 10 • Sabine Mayer, 10 • Fredrik Bernsel, 10 • Seana Dowling-Guyer, 10 • Piper Sheer, 10 • Silvia Cardinale, 10 • Timothy Greene, 10 • Lydnsey Pomella, 10

> *"I am quite enthusiastic about the opportunity for IDG publishing units to organize and run professional service organizations to facilitate a sharing of know-how among the most experienced IT buyers who read their business-to-business publications."*
>
> *—IDG Chairman Pat McGovern*

CIO
MASTER OF CONTROVERSY

IDG's South African licensee launches a quarterly edition of *CIO* magazine called *CIO Africa*. Pubished by IDG's Randburg-based publishing partner in collaboration with the *Financial Mail*, South Africa's leading business weekly, *CIO Africa* has a controlled circulation of 18,000 throughout South Africa.



IDC Italy's ninth annual European IT Banking Forum draws more than 300 attendees eager to hear the latest information on trends and best practices related to the use of IT in the banking sector. EMEA Director/Financial Insights ***Robert Giffords*** *spoke about the importance of outsourcing.*

Computerwoche's annual IT Meets Business conference draws 200 CIOs and other C-level executives to Munich for two days of conversation centered on "New Goals for IT." Now in its sixth year, IT Meets Business has established itself as a must-attend event for Germany's top-level IT decision makers. Above, Computerwoche Editor-in-chief **Cristoph Witte**.

IDC
Analyze the Future

John Humphreys, program manager, Workstation & High-Performance Computing, speaks at IDC Brazil's ninth annual Directions briefing session in Sao Paulo.

Seven IDG publications take home awards from this month's Folio: Celebration of Excellence Awards Gala in New York City. Winners included *PC World*, *Computerworld*, *CSO*, *CIO*, *Macworld*, *InfoWorld* and *Bio-IT World*. Above, PC World Editor-in-chief **Harry McCracken**, Creative Director **Robert Kanes** and Assistant Art Director **Beth Kamoroff** show off their publication's most recent awards.

DECEMBER

In the news:

IBM exits PC business with sale of unit to China's Lenovo

IDG's Greek publishing partner, IT Publications Hellas Ltd., launches PC World Hellas. The company plans to distribute the majority of its 60,000 copies on the newsstand each month. Above, Managing Editor ***Petros Papathanasiou****, Publisher and Editor-in-chief* ***George Ropodis*** *and Test Center Coordinator* ***Dimitris Karetsos****.*

Australian GamePro is named a finalist in the Best Launch and Best Consumer Magazine categories at the Australian Business and Specialist Publishers association's annual Bell Awards. The awards honor excellence in business and specialist publishing and this year, attracted a record 362 entries across 36 categories.

10+ years

Shirley Horrocks, 27 • Rick Ciliberto, 22 • Steve Josselyn, 22 • Birgit Götz, 21 • Andrea Kühler, 19 • Julien Pottier, 19 • Mary Gibbons, 19 • Marianne Kraus, 18 • Helene Fily, 18 • Karen Timons, 17 • Lucinda Borovick, 17 • Mary Lester, 17 • Allison Stamm, 17 • Lars Dahmen, 17 • Mary Ann Doolin, 16 • Piero Todorovich, 16 • Carolyn Marsan, 15 • Michaela Maack, 14 • Harriet Karas, 14 • Sagrario Fernandez, 14 • Kristen Kim, 13 • Maria del Mar Cabanas, 13 • Eva Villalba Perez, 13 • Gaby van Meijnckens, 13 • Stephen McClure, 13 • Walter Manninen, 13 • Mauro Calderara, 13 • Ewa Budziszewska, 13 • Mihály Sipos, 12 • Tina Pescaro, 12 • Sara Nieburg, 11 • Kathy Badertscher, 11 • Stuart Needels, 10 • Neil Weinberg, 10 • Elizabeth Marinez, 10 • Ilva Schuring, 10 • Adam Urbanek, 10 • John Olson, 10 • Michelle Vittori, 10 • Rodney Barnes, 10 • Aoife McEvoy, 10

Peace, joy and friendship
Paix, joie et amitié
Paz, júbilo y amistad
Мир, радость и дружба
和平 快乐 友谊
سلام سعادة وصداقة

Thank you...

...to the many IDGers worldwide who have contributed story ideas, written columns, taken photos, sent anniversary lists and helped us make *IDG World Update* possible this year. Best wishes for a happy, heathly and prosperous New Year!

—The editors

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